



California
Department of
Health Services

SANDRA SHEWRY
Director

State of California-Health and Human Services Agency
Department of Health Services



ARNOLD SCHWARZENEGGER
Governor

October 21, 2004

CMS Information Notice No.: 04-06

TO: ALL COUNTY CALIFORNIA CHILDREN'S SERVICES (CCS)
ADMINISTRATORS, CHILD HEALTH AND DISABILITY PREVENTION
(CHDP) PROGRAM DIRECTORS, DEPUTY DIRECTORS, STATE
CHILDREN'S MEDICAL SERVICES (CMS) BRANCH STAFF AND
REGIONAL STAFF

SUBJECT: ANNOUNCEMENT OF THE 2005 CHILDHOOD OBESITY
CONFERENCE

The California Department of Health Services (DHS), Primary Care and Family Health Division, in collaboration with the UC Berkeley Center for Weight and Health, and the California Department of Education, Nutrition Services Division, are pleased to present the 2005 California Childhood Obesity Conference, "*Launching a Movement: Linking Our Efforts to Make a Difference*", on January 9-12, 2005, at the Manchester Grand Hyatt in San Diego.

Please refer to the attachment for registration information regarding the conference.

Original signed by Marian Dalsey, M.D., M.P.H.

Marian Dalsey, M.D., M.P.H., Acting Chief
Children's Medical Services Branch

California Childhood Obesity Conference

January 9-12, 2005
Manchester Grand Hyatt San Diego

REGISTRATION

**Launching a Movement:
Linking Our Efforts to
Make a Difference**



Partners:

California Department of Health Services
California Department of Education
University of California, Berkeley,
Center for Weight and Health

Sponsors:

Kaiser Permanente
The California Endowment
Blue Cross of California
L.A. Care Health Plan
Dairy Council of California
California State Parks

YOU'RE INVITED!

Welcome Aboard!

The California Department of Health Services, Primary Care and Family Health Division, in collaboration with the UC Berkeley Center for Weight and Health and the California Department of Education is pleased to announce the **2005 California Childhood Obesity Conference – Launching a Movement: Linking Our Efforts to Make a Difference**. Scheduled for **January 9-12, 2005, at the Manchester Grand Hyatt in San Diego**, this is the premier conference addressing California's childhood obesity epidemic with special emphasis on those of greatest need – our low-income families at or below 185% of the Federal Poverty Level.

The California Childhood Obesity Conference draws over 1,200 participants who work day-to-day on children's health issues, including physicians, nutritionists, dietitians, school nurses, psychologists, counselors, and healthcare policy makers. In addition, attendees include parents, researchers, media representatives, business and civic leaders, parks and recreation personnel, K-12 and early childhood education representatives, food service personnel, physical education teachers, nutrition educators, teachers, and child care providers, as well as youth organizations and after-school programs.

Our conference attracts the most prominent resources on the subject. Previous keynote speakers have included U.S. Surgeon General Dr. Richard Carmona; President of the American Diabetes Association, Dr. Francine Kaufman; and USDA Under Secretary for Food, Nutrition and Consumer Services, Eric Bost. Conference workshop speakers have included physicians, dietitians, prestigious researchers, leaders from health care organizations, and policy makers – all of whom have one common goal – to reduce childhood obesity rates!

Today, communities are attempting to manage overweight and obesity through varied strategies. The 2005 conference goals are to expand these partnerships to increase coordination efforts, to build the knowledge and skill base on pediatric overweight, to document progress made and outcomes achieved, and to continue to address childhood overweight as a major public health concern that demands attention and leadership from all.

The 2005 conference plenaries and sessions will address issues related to childhood overweight and obesity from a variety of perspectives, including the healthcare industry, community-based organizations, research and evaluation groups, educators, pre-schools, schools, after-school programs, parents and families, and policy and marketing advocates. Sessions will highlight healthy eating and physical activity strategies and tools appropriate for low-income populations that attendees can adopt in their communities.

We encourage you to attend the upcoming conference in San Diego and look forward to continuing to partner with you in tackling the challenging issues around childhood obesity.

Enjoy!

Principal funding provided by USDA's Food Stamp Program, an equal opportunity provider and employer, helping limited income Californians buy more nutritious foods for a healthier diet. For information about Food Stamps, please call 1-800-952-5253.

CONFERENCE INFORMATION

WHO SHOULD ATTEND

The California Childhood Obesity Conference is the largest gathering of professionals on the topic of pediatric overweight in the country. This conference sells out fast, attracting more than 1,200 participants who work day-to-day on children's health issues, specifically physicians, nutritionists, dietitians, school nurses, psychologists, counselors, and healthcare policy makers. In addition, attendees include parents, researchers, media, business and civic leaders, parks and recreation personnel, K-12 and early childhood education representatives, food service personnel, physical education teachers, nutrition educators, teachers, child care providers, as well as youth organizations and after-school programs.

CONFERENCE GOALS

This year's conference builds on the experiences of the 2001 and 2003 conferences. The 2001 conference focused on the issues, strategies and programs, while the 2003 conference addressed the environmental, family and clinical approaches to childhood obesity. This year's conference ties it all together. As the conference theme denotes, we are "Launching a Movement: Linking Our Efforts to Make a Difference."

Our conference goals are three-fold:

- To expand partnerships to increase coordination efforts
- To build knowledge and skill base on pediatric overweight
- To document progress made and outcomes achieved

By doing so, we will continue to address childhood overweight as a major public health concern that demands attention and leadership from all. Special emphasis will be placed on supporting California's low-income families at or below the 185% Federal Poverty Level (FPL).

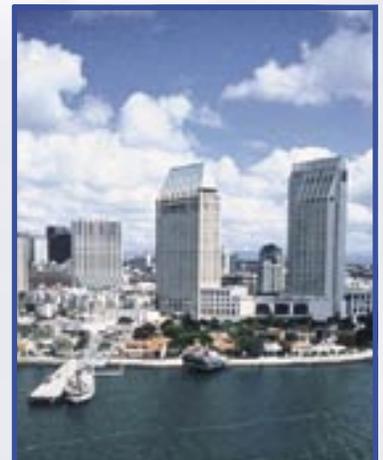
CONFERENCE LOCATION

The Manchester Grand Hyatt San Diego Hotel

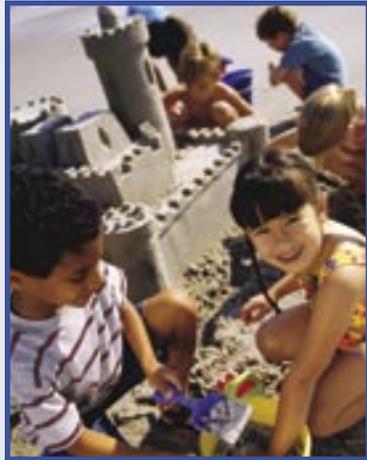
One Market Place, San Diego, CA 92101
(619) 232-1234 or (800) 233-1234

The hotel is located three miles from the San Diego Airport allowing easy access to Seaport Village, the Gas Lamp Quarter restaurants and shops, and the beautiful San Diego Bay.

In addition to city buses and friendly taxis, there are charter buses, open air trolleys, pedi-cabs, horse drawn carriages, ferries, and even water taxis! The new San Diego Trolley, an ultra-modern light rail system, connects downtown with Mexico and East County communities. A trolley stop is conveniently located directly across the street from the Manchester Grand Hyatt San Diego Hotel.



CONFERENCE AGENDA



Sunday, January 9, 2005

PRE-CONFERENCE SESSIONS

- 11:00 – 4:00 p.m. Walkable Community (Fee required)
- 11:00 – 4:00 p.m. Policy Making 101 (Fee required)
- 4:00 – 7:00 p.m. Conference Registration Opens
- 4:00 – 7:00 p.m. Exhibitor and Poster Presenter Set-up

Monday, January 10, 2005

- 7:00 – 5:00 p.m. Registration
- 7:00 – 5:00 p.m. Exhibit and Poster Viewing (Refreshments provided)
- 8:00 – 8:30 a.m. Welcome and Introductions
- 8:30 – 9:45 a.m. Plenary Session: Dr. Gerard Hastings
- 9:45 – 10:00 a.m. Activity Session: Walk-the-Talk
- 10:00 – 10:30 a.m. Exhibit and Poster Viewing (Refreshments provided)
- 10:30 – 12:00 p.m. Workshop Session One
- 12:00 – 1:30 p.m. Luncheon and Sponsor Recognition
- 1:30 – 3:00 p.m. Workshop Session Two
- 3:00 – 3:30 p.m. Exhibit and Poster Viewing (Refreshments provided)
- 3:30 – 5:00 p.m. Workshop Session Three
- 6:00 – 7:30 p.m. Sponsor Reception – Exhibit and Poster Viewing



Tuesday, January 11, 2005

- 7:00 – 4:00 p.m. Exhibit and Poster Viewing (Refreshments provided)
- 7:30 – 5:00 p.m. Registration
- 8:30 – 8:45 a.m. Welcome and Introductions
- 8:45 – 9:45 a.m. Plenary Session: Dr. Robert Ross
- 9:45 – 10:00 a.m. Break
- 10:00 – 12:00 p.m. Mini-Plenary Session One
- 12:00 – 1:30 p.m. Luncheon – Exhibit and Poster Viewing
- 1:30 – 3:30 p.m. Mini-Plenary Session Two
- 3:30 – 4:00 p.m. Final Exhibit and Poster Viewing
- 4:00 – 5:30 p.m. Workshop Session Four



Wednesday, January 12, 2005

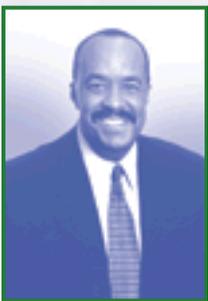
- 7:00 – 7:45 a.m. Breakfast Buffet
- 7:45 – 8:15 a.m. Plenary Session: USDA Dignitary
- 8:15 – 8:30 a.m. Break
- 8:30 – 10:30 a.m. Mini-Plenary Session Three
- 10:30 – 10:45 a.m. Break
- 10:45 – 12:00 p.m. Plenary Session: Dr. Marion Nestle
- 12:00 – 12:30 p.m. Closing Celebration

KEYNOTE SPEAKERS



Monday, January 10, 2005 • 8:30 a.m. – 9:45 a.m.

Professor Gerard Hastings, PhD, BSc, is the first UK Professor of Social Marketing and founder/director of two research centres at the University of Strathclyde in Scotland: the Centre for Social Marketing (1993) and the Centre for Tobacco Control Research (1999). His research focuses on the applicability of marketing principles to the solution of health and social problems and the impact of potentially health damaging marketing, such as tobacco advertising and fast food promotion. Dr. Hastings acts as a Special Advisor to UK House of Commons Select Committee on Health and provides regular guidance on social and critical marketing to the Scottish, UK and European Parliaments; he also serves as a consultant to the World Health Organization, the American Medical Association and the Australian Marketing Association. He has published over 80 academic papers in leading marketing and health journals and is European Editor of *Social Marketing Quarterly*. He also teaches and writes about social marketing both in the UK, where he runs Master and Honor level programs, and internationally in the USA, Canada, Australia, Lebanon and Singapore. Dr. Hastings recently headed up the team of British University researchers which conducted the first systematic literature review on food promotion to children on behalf of the UK's Food Standards Agency.



Tuesday, January 11, 2005 • 8:45 a.m. – 9:45 a.m.

Robert K. Ross, MD, is President and Chief Executive Officer for The California Endowment and previously served as Director of the Health and Human Services Agency for the County of San Diego. Dr. Ross received his undergraduate, Master's in Public Administration and medical degrees from the University of Pennsylvania in Philadelphia and has an extensive background as a clinician and public health administrator. His service includes: Commissioner, Philadelphia Department of Public Health; medical director for LINK School-Based Clinic Program, Camden, New Jersey; instructor of clinical medicine, Children's Hospital of Philadelphia; and faculty member at San Diego State University's School of Public Health. He also was a Robert Wood Johnson Clinical Scholar from 1988 to 1990, focusing on urban child health issues. Dr. Ross has been actively involved in community and professional activities at both the local and national level. He is a Diplomate of the American Academy of Pediatrics, served on the President's Summit for America's Future (1997), and as chairman of the National Boost for Kids Initiative. He has received numerous awards and honors including the "Youth Advocacy Humanitarian of the Year" award; the "Outstanding Community Service Award" from the Volunteers of America; the "Leadership Award" from the Hospital Council of San Diego and Imperial Counties; and the National Association of Health Services Executives "Health Administrator of the Year Citation." In 1999, Dr. Ross also received the "Public Officials of the Year Award" presented by *Governing Magazine*.



Wednesday, January 12, 2005 • 10:45 a.m. – 12:00 p.m.

Marion Nestle, PhD, MPH, is the Paulette Goddard Professor of Nutrition, Food Studies, and Public Health at New York University, in the department that she chaired from 1988 through 2003. Her degrees include a Doctorate in Molecular Biology and a Masters of Public Health in Public Health Nutrition, both from the University of California, Berkeley. Her research focuses on analysis of the scientific, social, cultural, and economic factors that influence the development, implementation, and acceptance of federal dietary guidance policies. She is the author of "Food Politics: How the Food Industry Influences Nutrition and Health" (University of California Press, 2002), and "Safe Food: Bacteria, Biotechnology, and Bioterrorism" (University of California Press, 2003), and is co-editor of "Taking Sides: Clashing Views on Controversial Issues in Food and Nutrition" (McGraw-Hill/Dushkin, 2004). In 2003, "Food Politics" won awards from the Association for American Publishers (outstanding professional and scholarly title in nursing and allied health), James Beard Foundation (literary), and World Hunger Year (Harry Chapin media). In 2004, "Safe Food" won the Steinhardt School of Education Research Award.

PRE-CONFERENCE SESSIONS

Sunday, January 9, 2005 • 11:00 a.m. – 4:00 p.m.

Policy Making 101 – Building Your Advocacy Toolkit

*Co-Sponsored by the California Nutrition Council
and the Strategic Alliance*

*Do you want to be a more confident advocate of
nutrition and physical activity policy?*

*Are you interested in helping shape local, state, and
national policies?*

*Do you want to know where to turn for information
on current nutrition and physical activity policies?*

If your answer is yes to any of the questions above,
join the Strategic Alliance and the California
Nutrition Council to learn how California leaders
in the areas of nutrition and physical activity are
shaping state and national policy. Speakers will
share case studies and provide practical information
on the “nuts and bolts” of advocacy and policy.

Topics will include:

- the reasons that nutrition and physical activity policies are critical to improving our health;
- the effectiveness of policy in helping the public make healthier choices, highlighting underserved communities;
- the value of getting involved in policy and ways to use your time and resources effectively to impact change;
- ways to overcome barriers to entering the policy world;
- effective strategies for working with policy leaders;
- ways you can stay updated on current policies and how to track bills; and
- ways policy and advocacy organizations can work together to better serve your needs.

Participants will receive electronic copies of all workshop materials as an aid to shaping policy in your own communities. Plan to network with other policy leaders and get your own strategy tool kit!

Cost: \$65 *(Includes meeting materials, one year membership in the California Nutrition Council, and lunch.)*

Walkable Community – Creating Opportunities To Get More Californians Walking!

*Sponsored by the California Center for Physical
Activity, California Department of Health Services*

*Do you want to make your community more walk
and bike-friendly?*

*Would you like to influence your local elected
officials, land use and transportation planners,
public health administrators and law enforcement
to make environmental and policy changes that
support community walkability?*

*Are you interested in health promotion programs
that increase walking behavior among all
Californians?*

If so, then become a leader in creating safer,
healthier and more walkable neighborhoods! Join
California Center for Physical Activity experts in our
Walkable Community Workshop.

This workshop will highlight:

- Links between public health and the built environment;
- Environmental and policy changes that increase community-wide physical activity such as walking and biking;
- Safe routes to school and safe transit routes which facilitate more school-aged children walking to and from school; and
- Model programs and best practices on how to promote walking and biking among children such as Walk to School Week activities.

Come participate in our neighborhood walkability audit and take home a pedometer. With these tools, you will learn how a Walkable Community Workshop can be used to convene key local stakeholders in analyzing their neighborhoods and identifying needed improvements. Our trained cadre of California-Based walkability experts currently offer Walkable Community Workshops throughout the state.

Cost: \$65 *(Includes a neighborhood walkability audit, a pedometer, transit pass, handout materials, and lunch.)*

CONFERENCE TRACKS

Community Perspectives

The goal of this track is to provide information on community efforts to change the health environment and to increase physical activity for families. Learn about population-based and racial/ethnic interventions to reduce childhood obesity, as well as county childhood obesity coalitions formed to address this epidemic. Special emphasis will include efforts occurring in low-income populations at or below 185% FPL.

Workshops:

- Community Design to Increase Physical Activity for Families
- Community Coalitions to Prevent Pediatric Obesity
- After School Program Strategies to Increase Healthy Eating and Physical Activity
- Community-Based Approaches to Increase Healthy Eating and Physical Activity

Parents as Role Models, Educators and Advocates

Inclusion of family members is important when trying to increase healthy eating and physical activity in children. This is especially challenging in the busy lifestyle of today's families and identifying affordable options for low-income families that our programs serve at or below 185% FPL. This track will address how families can be engaged to be active participants through parenting techniques, feeding practices or role modeling. Speakers will also cover dietary and physical activity treatment, prevention interventions and programs that include family participation to reduce adiposity.

Workshops:

- Parenting and Feeding Techniques to Increase Healthy Eating
- Family Centered Healthy Eating and Physical Activity Programs
- Parents as Advocates to Increase Physical Activity and Healthy Eating
- New Research on Parent Feeding Practices for Children

Preschool, School and After School Programs

Pre-school, school and after school programs offer important opportunities to increase healthy eating and physical activity for children. Each session in this track will focus on promising strategies and programs, and provide a foundation about the challenges and constraints of obesity prevention efforts in schools and child care settings, including relevant laws and regulations. Information on programs supporting low-income families will be included, as well as successful efforts to develop nutrition and physical activity policies.

Workshops:

- Schools Launching a Movement for Children's Health: Providing Leadership and Linking with Communities
- Building Blocks to Health: Child Care Programs are a Foundation for Nutrition Education and Physical Activity
- Creative Strategies to Increase Healthy Foods Offered on School Campuses
- Physical Activity: A Healthy Movement on School Campuses
- Linking Education, Activity and Food to Create a Healthy School Environment
- Ready, Set, Go... The SB 19 Legacy: Nutrition and Physical Activity Policies to Run With!

Healthcare-Based Programs and Approaches

Innovative pediatric weight management programs will be presented, as well as research and evaluation of weight management approaches, including dietary, physical activity and medical approaches. This track will emphasize treatment (reduction in adiposity) as opposed to prevention.

Workshops:

- Consequences of Childhood Obesity
- Innovative Healthcare-Based Weight Management Programs and Approaches
- Practical Approaches for the Practitioner to Communicate with Families
- Issues Around Healthy Body Image in Childhood

Policy

Changes in community environments are an essential strategy in the movement to change current patterns of poor eating and sedentary behavior. Addressing organizational practices and policy are key tools for ensuring that healthy eating and regular physical activity are realistic options. This track will share lessons learned and promising arenas for action in local, state, and national policy, highlighting underserved communities.

Workshops:

- Health Justice: Changing Community Environments to Reduce Chronic Disease
- Launching a Movement: Linking Physical Activity and Nutrition Advocacy
- Engaging Youth in the Movement for Healthy Eating and Regular Activity
- Using Local Policy to Improve Nutrition and Activity Environments: Examples and Tools
- The Impact of Food Marketing on Children
- Community Approaches to Changing Health Behaviors through Policy

Research and Evaluation: The Causes and Consequences of Overweight in Children

Participants will learn about the latest research on determinants, influences, and consequences of adiposity in children as well as new approaches to evaluating pediatric weight management and prevention efforts.

Workshops:

- Critical Periods in the Development of Obesity
- Psychological Implications of Early Childhood Contributors to Overweight
- The Socioeconomic of Children's Dietary Intake, Physical Activity and Body Weight
- Properties of Food that Influence Energy Balance: Energy Density and Glycemic Index
- Endocrinology of Obesity in Children: Insulin Resistance and Metabolic Syndrome
- Promising Approaches for the Prevention and Treatment of Childhood Obesity: What is the Evidence?
- Updating the National Recommendations for Healthy Eating and Physical Activity: Translating Research into Public Health Recommendations
- Evaluation of School Policies to Improve Children's Health

GENERAL INFORMATION

ATTENDEES

There are two ways to register:

- 1) Register on-line at:
www.cce.csus.edu/conferences
- 2) Complete the registration form enclosed and fax to (916) 278-4865, or mail to:

2005 California Childhood Obesity Conference
c/o CCE Conference and Training Services
California State University, Sacramento
3000 State University Drive East
Sacramento, CA 95819-6103
Phone: (800) 858-7743 • Fax: (916) 278-4865

The conference registration fee is \$190 (on or before December 8, 2004), and \$260 (after December 8, 2004). Conference registration includes one reception, one buffet breakfast, two luncheons, refreshment breaks, and all conference materials.

CEUs

CSU, Sacramento, College of Continuing Education is approved by the California Board of Registered Nursing (BRN), Provider Number 9655, for 16 contact hours. All nurses must provide their license number to receive BRN continuing education hours. Those who do not qualify for BRN continuing education hours may receive continuing education units (CEUs). Note: BRN units are direct hours, so 10 class hours equal 10 BRN hours. CEUs are one-tenth direct hours, 10 BRN hours equals one CEU. This course meets the qualifications for 16 hours of continuing education credit for MFTs and/or LCSWs as required by the California Board of Behavioral Sciences. Pending approval, CEUs will also be made available for RDs, DTRs, CMEs, and CHES.

CANCELLATIONS

Cancellations must be received in writing by December 8, 2004, and are subject to a \$50 fee. After December 8, 2004, substitutions will be accepted, but refunds will not be provided. No-shows will be billed the full registration fee.

Principal funding provided by USDA's Food Stamp Program, an equal opportunity provider and employer, helping limited income Californians buy more nutritious foods for a healthier diet. For information about Food Stamps, please call 1-800-952-5253.

EXHIBITORS

Exhibitor registration is \$200 (Non-Profit) and \$500 (Commercial), and includes admittance of (1) person to staff your exhibit, nametag, (1) 6' table, (1) chair, signage, meals, and all conference materials. All additional Exhibit staff must pay an attendee registration fee \$190 (on or before December 8, 2004) or \$260 (after December 8, 2004) to obtain conference materials and meals, and to participate in conference sessions. Electrical access must be requested in advance and noted on the registration form. On-site electrical access requests will not be accommodated.

POSTER PRESENTERS

Poster presenter registration is \$190 (on or before December 8, 2004) or \$260 (after December 8, 2004) and includes admittance of (1) person to present your poster, nametag, (1) poster board, (1) 6' table, (1) chair, signage, meals, and all conference materials. Each additional poster presenter must pay an attendee registration fee to obtain conference materials and meals, and to participate in conference sessions.

HOTEL INFORMATION

Room rates at the Manchester Grand Hyatt San Diego are \$110 single/double occupancy plus tax. For overnight accommodations, call the hotel directly at (619) 232-1234 or (800) 233-1234. Please mention that you are attending the 2005 Childhood Obesity Conference to receive group rates. After December 8, 2004, overnight accommodations are based on availability at the prevailing rate.

HOTEL PARKING

Self-parking: \$16 (subject to change)
Valet parking: \$22 (subject to change)

SHUTTLE TRANSPORTATION

Shuttle service arrangements to and from the Manchester Grand Hyatt San Diego and the San Diego Airport can be made through Cloud 9 by calling (800) 974-8885 or www.cloud9shuttle.com. The cost of the shuttle is \$5 per person (one-way). Reservations are not required.

REGISTRATION FORM

Please register me for the **2005 California Childhood Obesity Conference**, to be held in San Diego, California. Please complete one form per person, or register on-line at www.cce.csus.edu/conferences.

Name: _____

Degrees (check all that apply): MD RD LVN
 RN MPH PhD MA MFT LCSW
 Other _____

Title: _____

Organization: _____

Job Setting:

County Health Department Pre-School Program
 State Health Department After School Program
 University Child Care Provider(s)
 K-12 School Medical Practice
 Community-Based Organization Other

Address: _____

City/State/Zip: _____

Phone: _____

FAX: _____

E-Mail: _____

Special Needs (Dietary/Disability):

Conference registration: Includes one reception, one buffet breakfast, two luncheons, refreshment breaks, and all conference materials.

Exhibitor registration: Fee is \$200 (Non-Profit) and \$500 (Commercial), and includes admittance of (1) person to staff your exhibit, nametag, (1) 6' table, (1) chair, signage, meals, and all conference materials. All additional exhibit staff must pay an attendee registration fee \$190 (on or before December 8, 2004) or \$260 (after December 8, 2004) to obtain conference materials and meals, and to participate in conference sessions. Electrical access is an additional \$50, and must be requested in advance and noted on the registration form. On-site electrical access requests will not be accommodated.

Poster Presenter registration: Fee is \$190 (on or before December 8, 2004) or \$260 (after December 8, 2004) and includes admittance of (1) person to present your poster, nametag, (1) poster board, (1) 6' table, (1) chair, signage, meals, and all conference materials. Each additional poster presenter must pay an attendee registration fee to obtain conference materials and meals, and to participate in conference sessions.

Method of Payment: (You must select a payment option and initial below in order to be registered!)

NOTICE: This is a binding payment agreement which reserves enrollment space in the 2005 California Childhood Obesity Conference for the person listed. Upon receipt of this form, CSUS will consider the person formally enrolled in the conference. The signer may be liable for any costs incurred for collection of fees. _____ (Please initial)

Pre-Conference Session Fees:

- Policy Making 101 \$65
 Walkable Community \$65

Conference Fees:

- Attendee/Poster Presenter Early Registration
(on or before December 8, 2004) \$190
 Attendee/Poster Presenter Late Registration
(after December 8, 2004) \$260
 Exhibitor Fee (Non-Profit) \$200
 Exhibitor Fee (Commercial) \$500
 Electrical Access \$50

Check Enclosed (payable to CSUS/Childhood Obesity Conference)
Amount \$ _____ Check # _____

Charge my registration fee(s) of \$ _____ to:
 Visa Mastercard (Note: American Express not accepted. Visa or Mastercard charge will appear as "CSUS".)
Card # _____
Exp. Date _____
Signature _____

Purchase Order # (attach a copy) _____

Cancellations: Cancellations must be received in writing by December 8, 2004, and are subject to a \$50 fee. After December 8, 2004, substitutions will be accepted, but refunds will not be provided. No-shows will be billed the full registration fee.

Register on-line at:
www.cce.csus.edu/conferences

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3000 State University Drive East
Sacramento, CA 95819-6103
Phone: (800) 858-7743 • Fax: (916) 278-4865

POSTER PRESENTATION APPLICATION

Name: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ FAX: _____ E-Mail: _____

The Poster Session at the 2005 California Childhood Obesity Conference offers your organization an opportunity to spotlight your program's creative efforts to address Childhood Obesity. Poster presentations should display information on the interventions and strategies employed by your project. Presenters may illustrate their projects by displaying graphs, photos, and diagrams on available free-standing poster boards (appr. 4' x 5') provided by CSUS. All text should be large enough to read comfortably.

If you are interested in displaying a poster, complete this form and submit it by **Friday, October 29, 2004**, along with payment of \$190 (see Registration Form). Specific information on displaying poster presentations will be distributed with letters of acceptance.

DESCRIPTION

- Track:
- | | |
|--|---|
| <input type="checkbox"/> Community Perspectives | <input type="checkbox"/> Parents as Role Models, Educators and Advocates |
| <input type="checkbox"/> Preschool, School and After School Programs | <input type="checkbox"/> Healthcare-Based Programs and Approaches |
| <input type="checkbox"/> Policy | <input type="checkbox"/> Research and Evaluation: The Causes and Consequences of Overweight in Children |

Title: _____

Authors: _____

Poster Summary: _____

Complete online or send completed application to:

Carragh Taylor-Hunt, Conference Planner

c/o CCE Conference and Training Services, California State University, Sacramento

3000 State University Drive East • Sacramento, CA 95819-6103 • Phone: (916) 278-4827 • Fax: (916) 278-4500

Email: taylorc@csus.edu • www.cce.csus.edu/conferences

DEADLINE: Friday, October 29, 2004

EXHIBITOR APPLICATION

Name: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ FAX: _____ E-Mail: _____

Non-Profit Exhibitor Registration of \$200 includes admittance of one person to staff your exhibit, name tag, (1) 6' table, (1) chair, signage, meals, and all conference materials. On-site electrical access requests will not be accommodated.

Electrical access is an additional \$50.

Commercial Exhibitor Registration of \$500 includes admittance of (1) person to staff your exhibit, name tag, (1) 6' table, (1) chair, signage, meals, and all conference materials. On-site electrical access requests will not be accommodated.

Electrical access is an additional \$50.

If you are interested in having an exhibit, complete this form and submit it by **Friday, October 29, 2004**, along with payment (see Registration Form). Specific information on exhibiting will be distributed with letters of acceptance.

Please provide a brief description of your exhibit (*products, services, etc.*) _____

Complete online or send completed application to:

Carragh Taylor-Hunt, Conference Planner

c/o CCE Conference and Training Services, California State University, Sacramento

3000 State University Drive East • Sacramento, CA 95819-6103 • Phone: (916) 278-4827 • Fax: (916) 278-4500

Email: taylorc@csus.edu • www.cce.csus.edu/conferences

DEADLINE: Friday, October 29, 2004

California Childhood Obesity Conference

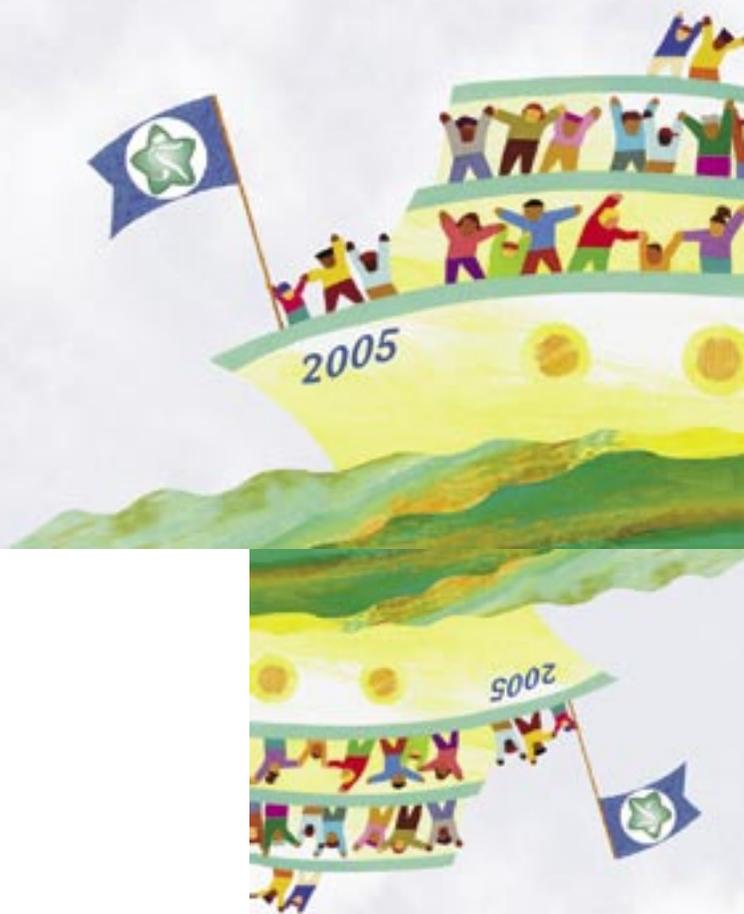
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Partners:

California Department of Health Services
California Department of Education
University of California, Berkeley,
Center for Weight and Health

Sponsors:

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Dairy Council of California
California State Parks



January 9-12, 2005
Manchester Grand Hyatt
San Diego

California Childhood Obesity Conference
c/o California State University, Sacramento
College of Continuing Education
6000 J Street
Sacramento, CA 95819
92900731

NONPROFIT ORG.
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