



**Medical Society Leadership Institute
New York Academy of Medicine
July 27 – 29, 2007**

THURSDAY, JULY 26TH

6:00 p.m. *Dinner and Welcome*

SARABETH'S at the Hotel Wales
1295 Madison Ave.
New York, NY

FRIDAY, JULY 27TH

8:30 a.m. *Breakfast at New York Academy of Medicine*

New York Academy of Medicine
1216 5th Ave., at 103rd St
New York, NY, 10029
Room 21

9:00 a.m. *Overview of NHMA Leadership Institute*

Jo Ivey Boufford, M.D.
President
New York Academy of Medicine

Elena Rios, M.D., M.S.P.H.
President & CEO
National Hispanic Medical Association

9:30 -11:00 a.m. *Overview of State Childhood Obesity Prevention and Control Initiatives*

Joyal Mulheron
Senior Policy Analyst, Health Division
National Governor's Association

Panel on State Initiatives:

Assemblyman Felix Ortiz (D-NY)
Chairman
National Council of Hispanic State Legislators

Assemblyman Joe Coto (D-CA)
Chairman
California Latino Caucus

Sara Gonzalez
Legislative Assistant
Office of Senator Leticia Van de Putte, R.Ph (D-TX)

11:00 -11:15 a.m. Break

11:15 a.m.-12:30 p.m. *NHMA Advocacy Model*

Elena Rios, M.D., M.S.P.H.
President & CEO, NHMA

Martha Diaz, M.P.H.
NHMA Advocacy Consultant

12:30 -1:00 p.m. *Lunch*

1:00- 2:30 p.m. *Schools as Partners for Obesity Prevention*

Leslie Goldman, M.P.H.
Director
Office of School Health Programs
New York Academy of Medicine

Victoria Brown
Healthcare Director
Alliance for Healthier Generation, Clinton Foundation

Rain L. Henderson
National Network Manager
Alliance for Healthier Generation, Clinton Foundation

Oxiris Barbot, M.D.
Medical Director
Office of School Health
NYC Department of Health and Mental Hygiene

2:30-2:45 *Break*

2:45 - 4:30 p.m. *Leadership I. Skills-Building: Stakeholder and Force Field Analysis followed by work in teams to begin mapping the advocacy action plan for their work at state level*

Susanna Morales, M.D.
Associate Professor of Clinical Medicine
Director, Center for Multicultural and Minority Health
Department of Medicine, Weill Medical College,
Cornell University

4:30-4:45 p.m. *Break*

4:45-5:30 p.m. *Policy Team Meetings*

Evening Free (may work in teams to prepare for morning presentations)

SATURDAY, JULY 28TH

8:30 a.m. *Breakfast at New York Academy of Medicine*

9:00 -10:00 a.m. Presentation by teams on state advocacy plans and feedback from other participants and faculty

10:00 -10:45 a.m. Teams meet to refine proposals

10:45 -11:00 a.m. Break

11:00-12:30 p.m. *The Policy Process at the Federal and State Levels*

Charles Brecher, Ph.D.
Professor
Robert F. Wagner Graduate School of Public Service
New York University

12:30 -1:30 p.m. *Lunch*

1:30 -3:00 p.m. *Case Studies of State Childhood Obesity Prevention*

Eduardo R. Ochoa Jr, MD, FAAP
Assistant Professor
Pediatrics and Health Policy/Management
Colleges of Medicine and Public Health
University of Arkansas for Medical Sciences

** Representing Joe Thompson, MD, MPH, Arkansas Surgeon General*

3:00-3:15 p.m. Break

3:15 - 4:00 p.m. *Working with the Media*

Carol Castaneda

Former writer, USA Today & San Diego Union
Castaneda Global Communications CGC, Inc.

4:00 -5:30 p.m. *Leadership II – Self Assessment, Project Management, Developing support within State Society and Partnership Development*

Jo Ivey Boufford, M.D.

President
New York Academy of Medicine

8:00 p.m. Group Dinner at Gonzalez y Gonzalez
625 Broadway
Between Bleecker and E. Houston Streets (downtown)

SUNDAY, JULY 29TH

8:30 a.m. *Breakfast at New York Academy of Medicine*

9:00 -10:00 a.m. Team meetings to finalize NHMA State Advocacy Plan

10:00 -10:45 a.m. Teams present for faculty and peer feedback

10:45 -11:00 a.m. Break

11:00a.m.-12:30 p.m. Next Steps Implementing the NHMA –State Medical Society Partnership for Advocacy on Childhood Obesity

12:00 – 12:30 p.m. *Lunch*