

Agenda

Partner's Meeting - August 25, 2011

Arizona Nutrition Network

Site: Sheraton Crescent Hotel

2620 West Dunlap Avenue

Phoenix, Arizona 85021

- 8:00 - 8:30 am Registration
- 8:30 - 8:45 am Welcome
Arizona Nutrition Network (AzNN) Updates
Dana Goodloe, AZNN Manager
- 8:45 - 9:00 am Fruits & Veggies Social Marketing Campaign
Objective: Preview 2011 Fruit & Veggie Social Marketing Campaign.
Veronica Vaughn, AzNN Social Marketing Manager
Susan Briody, AzNN Social Marketing Manager
- 9:00 - 9:15 am EatWellBeWell.org Refresh Project
Objective: To provide information about the scope of work for this project.
Veronica Vaughn, AzNN Social Marketing Manager
- 9:15 - 10:15 am Fruit & Veggie Promotion thru Salad Bars
Objective: Provide partners with information about the Let's Move Salad Bars to Schools and identify how this and similar programs and initiatives can support AzNN activities.
Hope Wilson, Coordinated School Health Program Manager
- 10:15 - 10:30 am Physical Activity Break
Julie Garcia, Physical Activity Coordinator
- 10:30 - 11:00 am WIC Food Package Updates
Objective: Discuss the upcoming changes to the Arizona WIC food list. Identify new fruit and vegetable options available to Arizona WIC families.
Adrienne Udarbe, Community Programs Manager
- 11:00 - 11:30 am Desert Mission Presentation/Food Demonstration
Chef Ed, from Desert Mission

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11:30 - 12:45 pm Lunch

12:45 - 3:00 pm Breakouts (all session will be attended)

ADHS - School Age Workgroup
Hope Wilson, Coordinated School Health Program Manager
Julie Garcia, Physical Activity Coordinator

ADE - Fruit & Veggie Activities Initiatives
Jessica Creed-Capsel, Director, Food Distribution & Farm to
School Programs, Health & Nutrition Services

Fruit & Veggie Activity Brainstorm
Susan Briody, AzNN Social Marketing Manager

3:00 - 3:15 pm Break

3:15 - 4:15 pm Breakouts (choose 2 of the sessions below)

ADHS Procurement - FY13 Request for Proposal (RFP) Process
Christine Ruth, Chief Procurement Officer

AzNN Marketing Team - Social Media 101
Veronica Vaughn, AzNN Social Marketing Manager

AzNN Statistics and Findings
Joan Agostinelli, Research & Development Manager

4:15 - 4:30 pm Wrap-up