



DESIGNING HEALTHY LIVABLE COMMUNITIES

MAY 22, 2003

**Kellogg Hotel and
Conference Center
East Lansing, Michigan**

CONFERENCE PURPOSE

In some Michigan communities it is easier to live a healthy lifestyle than in others. How have these successful communities removed barriers to physical activity and healthy eating? In this conference, national experts and Michigan leaders will talk about decisions made by community leaders that make it either easier or more difficult for people to be healthy. Decisions that can also improve a community's quality of life and economic health will be featured.

WHO SHOULD ATTEND?

- ▶ Elected and appointed officials
- ▶ Zoners and planners
- ▶ City and transportation engineers
- ▶ Chambers of Commerce
- ▶ Local public health
- ▶ School boards
- ▶ Youth leaders
- ▶ Hospital benefits managers
- ▶ Trail advocates
- ▶ Bicycle and pedestrian advocates
- ▶ Dietitians and nutritionists
- ▶ County Extension
- ▶ Parks and Recreation

REGISTRATION INFORMATION

EARLY REGISTRATION FEE:

\$50 per person

Registration form must be received
by **May 9**; payment may follow

FULL REGISTRATION FEE:

\$75 per person

For all registrations received
after **May 9**

REGISTER EARLY USING THE ATTACHED FORM!

CONFERENCE PLANNING PARTNERS

*The Conference
Planning Partners
invite everyone
involved in
the planning,
development and
administration of
a community
to attend
Designing Healthy
Livable
Communities!*

**American Heart Association, Midwest
Affiliate**

**American Society of Landscape
Architects, Michigan Chapter**

**Association of Pedestrian and Bicycle
Professionals**

**Governor's Council on Physical
Fitness**

**Institute of Transportation Engineers,
Michigan Chapter**

League of Michigan Bicyclists

**Michigan Association for Local Public
Health**

**Michigan Association of Chiefs of
Police**

Michigan Association of Regions

**Michigan Department of Natural
Resources**

**Michigan Department of
Transportation**

Michigan Dietetic Association

Michigan Environmental Council

Michigan 5 A Day Coalition

**Michigan Health & Hospital
Association**

Michigan Land Use Institute

Michigan Municipal League

Michigan Public Health Institute

**Michigan Recreation and Park
Association**

Michigan State University Extension

Michigan Townships Association

Office of Highway Safety Planning

Rails to Trails Conservancy

**Tri-County Regional Planning
Commission**

**Urban Transportation Planning
Directors of Michigan**

CONFERENCE HIGHLIGHTS

NATIONAL AND MICHIGAN SPEAKERS

Mark Fenton, MS, is one of the nation's most entertaining and knowledgeable speakers on the topic of improving health through local community action. He is a PBS television host, author, and Physical Activity Program Manager at the University of North Carolina Pedestrian and Bicycle Information Center.

Keecha Harris, MPH, RD, is a food policy expert with the W.K. Kellogg Foundation Food and Society Initiative. Ms. Harris is an engaging speaker. She has worked with numerous communities on sustainable nutrition projects.

Joel S. Hirschhorn, PhD, Director, Natural Resources Policy Studies Division, National Governors Association Center for Best Practices will provide a national perspective on state-level actions that support healthy living.

Joseph Schilling, JD, Director of Community and Economic Development, International City/County Management Association, will share insights and lessons learned from Active Living Communities throughout the country.

Arlin Wasserman, MPH, Policy Advisor, Michigan Land Use Institute, promotes state investments and public policies to help create communities that are vibrant, prosperous, and health-promoting. Mr. Wasserman has worked for local and county governments and has served on the board of a regional trail council.

Risa Wilkerson is the Director for Active Community Environments with the Michigan Governor's Council on Physical Fitness, Health and Sports. She leads a statewide effort to improve walkability and bikability, including overseeing the Promoting Active Communities award program, which recognizes communities that are making it easy for people to be active.

ENTERTAINMENT

- ▶ **Pedestrians - A Dying Breed:** Enjoy a short monologue on the dangers of being a pedestrian, delivered in 1923 by Will Rogers to a convention of traffic directors. It will be performed by Brad Rutledge, an award-winning community theater actor, appearing most recently in the Riverwalk Theater production of Equus. Brad is an attorney with the law firm of Howard & Howard.
- ▶ **Music of the Present:** Kitty Donohoe is a popular, EMMY award-winning singer and songwriter. She will perform several songs celebrating the natural beauty of Michigan and the natural desire to ride a bicycle. Singing along will be highly encouraged.

CONCURRENT WORKSHOPS

Six interactive workshops will feature practical, tested approaches that communities have used to make it easier and safer for people to be active and eat right. Michigan and national experts will tell stories and show images of problem-solving for greater livability.

DOOR PRIZES

Win one of several Michigan getaway weekends and other prizes that will help you be healthier.

NEED MORE INFORMATION?

CONTACT DIANE DRAGO:

Telephone: 517-663-5147

Fax: 517-663-5245

E-mail: DMSdiane@concentric.net

Web site: www.michigan.gov/mdch and search for Cardiovascular Health.

CONFERENCE AGENDA



DESIGNING
HEALTHY LIVABLE
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7:45 A.M.

Registration and Healthy Continental Breakfast

8:45 A.M.

Welcome

Michigan Department of Community Health

9:00 A.M.

Active Communities: The National Perspective

Joel S. Hirschhorn, PhD, Director, Natural Resources Policies Studies Division, National Governor's Association Center for Best Practices

9:15 A.M.

**Creating More Livable, Walkable Communities:
How to Begin NOW**

Creating more livable communities is one big step toward reversing the rise of sedentary lifestyles with their associated afflictions and health risks. This session will describe the cooperation that is needed at the local level - across the public health, transportation and environmental advocacy realms. It will suggest concrete steps individuals, neighborhoods, professionals, companies and governments can take to immediately begin to alter their environments in a positive way.

Mark Fenton, MS, Physical Activity Program Manager, University of North Carolina Pedestrian and Bicycle Information Center

10:15 A.M.

Making Healthy Food Choices Easier

This session will highlight strategies that have been used to increase access to healthful food for all members of the community.

Keecha Harris, MPH, RD, W.K. Kellogg Foundation Food and Society Policy Fellow

11:00 A.M.

Exhibits

11:15 A.M.

**Images of Real Successes in Michigan
Communities**

In this lively multi-media presentation, two of Michigan's best experts on walkable, livable communities will show what success

looks like right here in Michigan. Images will illustrate community design changes that promote healthy living. The presentation also will highlight some ways to advance new state land use policies that can make active living a bigger part of every Michigan community's future.

Arlin Wasserman, MPH, Policy Advisor, Michigan Land Use Institute

Risa Wilkerson, Director, Active Community Environments, Michigan Governor's Council on Physical Fitness, Health and Sports

12:00 P.M.

**Healthy Lunch, Music by Kitty Donohoe, and
Presentation of Promoting Active Community
Awards**

1:30 P.M.

Workshop Sessions

Session #1:

**► How Can a Chicken Cross a Road?
Design and Plan Roads for ALL Users**

People are far more likely to walk or ride a bike if they feel safe doing so. What does it take to make a road safe and appealing to ALL users? This session will show how the latest guidelines and research have been used to create elegant solutions to challenging situations in Michigan. It will also describe a successful planning process that took place in Southwest Michigan where ALL road users were taken into account. Transportation dollars were saved and auto movement was enhanced.

MODERATOR:

Paul Hamilton, Chief Transportation Planner, Tri-County Regional Planning Commission, Michigan Association of Regions

SPEAKERS:

Norman Cox, ASLA, President, The Greenway Collaborative, Inc..

Clea Rome, MLA, Planning Staff, The Greenway Collaborative, Inc..

Constance Morrison, Supervisor, Intermodal Services Unit, Michigan Department of Transportation

Session #2:

► Pathways to Healthy Eating

It is getting easier for some Detroiters to make healthy food choices, thanks to several community-devised projects. This session will highlight fruit and vegetable mini-markets, healthy soul food and healthy Latino cooking demonstrations, community gardening, and urban orchards. All of these projects build community connections while they improve nutrition. Plans to further improve policies and environments that affect food choices also will be discussed.

MODERATOR:

Edie Kieffer, MPH, PhD, Associate Research Scientist, University of Michigan School of Social Work

SPEAKERS:

Teretha Hollis-Neely, Project Coordinator, Promoting Healthy Eating in Detroit

Giancarlo Guzman, Community Facilitator, REACH Detroit

Rebecca Salminen Witt, President, The Greening of Detroit

Session #3:

► What's Farming Got to Do with It?

Michigan communities need to broaden their tax bases and create jobs. The first impulse may be to attract manufacturing and retail operations, but this can lead to loss of open farm land that defines the character of an area. This session will show how some Michigan communities are finding a different way, through making local farms more profitable, with the added benefit of increasing the availability of fresh, healthful food.

MODERATOR:

Keecha Harris, MPH, RD, Food and Society Policy Fellow, W. K. Kellogg Foundation

SPEAKERS:

Wendy Wieland Value-Added Agriculture Program Manager, Northern Lakes Economic Alliance

Lisa Treiber, PROJECT FRESH Coordinator Michigan State University Extension, Midland County

Session #4:

► Bring People and Dollars into Your Parks and Trails

Your existing parks and trails can be magnets for residents and visitors when you organize fundraisers, social events, and school programs in them. This workshop will describe economic benefits that Michigan communities are reaping from trail development and programming. Speakers will showcase some exciting events which generate increases in facility use, and will explore what makes them successful.

MODERATOR:

Nancy Krupiarz, State Director, Rails to Trails Conservancy

SPEAKERS:

Christine Vogt, PhD Michigan Travel, Tourism and Recreation Resource Center, Michigan State University

Carol Potter, Director, Cadillac Visitors Bureau

Rock Blanchard, Parks and Recreation Director, Orion Township

Session #5:

► Top Ten Reasons People Can Be Active Here: Reports from Three Communities

How have Michigan communities bucked the trends for sprawl, to transform themselves into walkable, bikable places? In this session, representatives of three innovative communities will each show ten of the best ideas they have come up with to make it easy for people to be physically active.

MODERATOR:

Evelyn David, Membership Information Director, Michigan Townships Association

SPEAKERS:

City of Ishpeming: John Korhonen, City Manager

City of Birmingham: Dante Lanzetta, Former Mayor

Charter Township of Meridian: Susan McGillicuddy, Supervisor, and LuAnne Maisner, Parks and Recreation Manager





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CONFERENCE AGENDA CONTINUED

Session #6:

► **Make It Safe For Kids to Walk and Bike to School**

How can we increase the number of children walking and biking to school - without injuries - when schools are facing huge budget cuts? Ideas that have worked across the nation will be presented. There also will be discussion of National Walk to School Day (October 8, 2003), when adults and children are encouraged to walk to school together. Tools will be presented to help Michigan communities launch Walk To School Day.

MODERATOR:

Lucinda Means, MBA, Executive Director, League of Michigan Bicyclists

SPEAKERS:

Mark Fenton, MS, Physical Activity Program Manager, University of North Carolina Pedestrian and Bicycle Information Center

Marilyn Lieber, Vice President of Community Programs, Michigan Governor's Council on Physical Fitness, Health and Sports

3:00 P.M.

Break

3:15 P.M.

Wrap Up

► **Community Successes in Other States**

Joseph Schilling, JD, Director of Community and Economic Development, International City/County Management Association

► **Pedestrians - A Dying Breed**

Sit back and enjoy a 4-minute performance of a talk given in 1923 by the legendary American humorist Will Rogers.

Brad Rutledge, JD, Howard & Howard

► **On Your Mark, Get Set, Go!**

Mark Fenton, MS, Physical Activity Program Manager, University of North Carolina Pedestrian and Bicycle Information Center

3:45 P.M.

Drawing for Door Prizes – You Must Be Present to Win

Prizes include several getaway weekends to Michigan resorts and recreation sites.

4:00 P.M.

Post-Conference Campus Walk

Avoid the traffic on your way home. Take a group walk through the beautiful MSU campus, viewing some of the new pedestrian and bicycle amenities.

HOTEL INFORMATION

- The entire conference will be held at the **KELLOGG HOTEL AND CONFERENCE CENTER**, on the campus of Michigan State University in East Lansing, Michigan.
- A block of rooms has been reserved at the Kellogg Hotel and Conference Center for the night of **May 21**. The block will be released on **April 22**.
- Call the Kellogg Center at 517-432-4000 by **APRIL 21** to reserve a room at the conference rate of \$65 plus tax. Reference the Michigan Department of Community Health Conference.

DIRECTIONS

FROM ANN ARBOR

I-23 North to I-96 West, to US-127 (exit 106) North (3.1 miles) to Trowbridge Road exit East (.5 miles) to Harrison Road; turn left North approximately 1 mile on the right (four traffic lights up).

FROM DETROIT

I-96 West to US-127 (exit 106) North (3.1 miles) to Trowbridge Road exit East (.5 miles) to Harrison Road; turn left North approximately 1 mile on the right (four traffic lights up).

FROM FLINT

West on I-69 to US-127 (exit 89) South (5.5 miles) to Trowbridge Road exit East (.5 miles) to Harrison Road; turn

left North approximately 1 mile on the right (four traffic lights up).

FROM GRAND RAPIDS

East on I-96 to I-496 (exit 95) East (9.7 miles) to Trowbridge Road (exit 9) East (.5 miles) to Harrison Road; turn left North approximately 1 mile on the right (four traffic lights up).

FROM KALAMAZOO

I-94 East to I-69 North, to I-496 East; East (5 miles) to Trowbridge Road (exit 9) East (.5 miles) to Harrison Road; turn left North approximately 1 mile on the right (four traffic lights up).

REGISTRATION FORM



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MAY 22, 2003

REGISTRATION INSTRUCTIONS

1. Type or print clearly.
2. To ensure the early registration rate of \$50, this form must be received by **May 9**. Payment may follow in the mail. Registration forms received after **May 9** will be subject to the full registration fee of \$75.
3. Return this form by mail or fax to:
**DESIGNING HEALTHY, LIVABLE
COMMUNITIES CONFERENCE**
c/o Diversified Management Services
P.O. Box 423 Eaton Rapids, MI 48827
PHONE: 517-663-5147
FAX: 517-663-5245
4. A confirmation will be sent.

PAYMENT INSTRUCTIONS

1. Payment must be made by check or money order only. Credit card payments are not available.
2. Make your check or money order payable to: Healthy Communities Conference.
3. The federal tax identification number is 38-3306727.

CANCELLATION POLICY

1. Full refunds, less a \$10 processing fee, are available until May 16 only.
2. A written notice of cancellation must be received by May 16, either by fax (517-663-5245) or e-mail (DMSdiane@concentric.net).
3. If you do not cancel by May 16 and/or do not attend the conference, payment in full is expected.

PAYMENT INFORMATION

- Early registration fee (by May 9) is enclosed, check # _____.
- Full registration fee (after May 9) is enclosed, check # _____.
- Sponsor using complimentary registration - no charge.
- Planning Partner - no charge.

WORKSHOP INFORMATION

Please indicate which workshop you will attend at 1:30 p.m., using the number designations in the agenda.

- I will attend Session # _____.

ADDITIONAL INFORMATION

Please check all information that applies to you, especially whether we can include you in the program book, to be distributed to all participants at the conference.

- I have the following physical requirements:

- I have the following dietary restrictions:

- You MAY include my name and address as it appears on this registration form in the conference program.

- I do NOT wish to have my name included in the conference program.

NAME _____ DEGREE _____ TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

TELEPHONE _____ FAX _____ E-MAIL _____

- I am registering for the conference.
Luncheon selection: Chicken Salmon Vegetarian
- Send me _____ brochure(s) when they are available.
- Send me information on sponsorship and exhibitor opportunities.