



A meeting of the
*Action Collaborative on Business Engagement in
Building Healthy Communities and the
Business Engagement in Obesity Solutions Innovation Collaborative*



**Engaging Businesses in Health and Economic Prosperity for Vibrant Communities:
An Event for Learning and Action**

September 18, 2019

Location: NAS Building, Room 120; 2101 Constitution Avenue, NW, Washington, DC 20001

Zoom webconference available for Main Session

Learning Objectives/Goals:

At the conclusion of this event, participants will be able to:

- Describe the interdependence between health, chronic disease and a community's economic competitiveness.
- Promote shared messaging and data relevant to employers that elevate the value of their engagement in community health improvement
- Apply effective strategies for businesses and other key community stakeholders to advance a culture of health in vibrant communities where business can thrive.

8:30 am Welcome and Introductions

Joe Nadglowski, Business Engagement in Obesity Solutions Innovation Collaborative

Meg Guerin-Calvert, Action Collaborative on Business Engagement in Building Healthy Communities

8:45 am KEYNOTE

Speaker: Ceci Connolly, Alliance of Community Health Plans

9:15 am FIRESIDE CHAT 1: Lessons Learned from Current Community Initiatives on Health and Economic Impact

Moderator: Michelle Zamperetti, Zamperetti Consulting

- Live Well San Diego, CA - *Nick Macchione*
- Population Health Collaborative, Western New York – *John Craik*
- Way to Wellville – *Jeff Doemland*
- Healthy Klamath County – *Jessie Hecocta*

10:15 am FIRESIDE CHAT 2: Business/Employers Leading the Way

Moderator: Joe Nadglowski, Obesity Action Coalition

- One for Good, Washington County, MD – *Maggie Biscarr, Pepsico; Paul Frey, Washington County Chamber of Commerce*
- Nashville Chamber of Commerce, TN – *Stephanie Coleman*
- Obesity Initiative, National Alliance for Health Purchaser Coalitions – *Margaret Raheyem*

11:15 am **Breakout Session Overview**

Moderator: Meg Guerin Calvert, FTI Consulting

11:20 am **Break & Active Networking**

*Boxed lunches available for pick-up

11:45 am **Breakout Session**

- Economic Impact of Engaging in Community Health in Workforce: Retention, Productivity, Absenteeism/Presenteeism (Members Room) *Facilitator: Robin Blackstone, Banner Health*
- Competitiveness Impact: Economic Development, Corporate Culture, Employee and Business Engagement (Room 118) *Facilitator: Jeff Lundy, PepsiCo*
- Models and Approaches to Business Engagement in Community Health: What Works, Where, and Why? (Main Room 120) *Facilitator: Jonathan Peck, Institute for Alternative Futures*
- Aligning Business Structures: Benefits, Metrics, and Partnerships to Improve Employee and Community Health (Board Room) *Megan Nechanicky, General Mills, Inc*

1:00 pm **Reflections from the Lunch Breakout Session**

Moderator: Bob McLellan, Dartmouth

Report out by Breakout Facilitators

1:30 pm **Thought Leadership: Update on the Surgeon General's report on Community Health and Economic Prosperity**

Moderator: Cathy Baase, Michigan Health Improvement Alliance

- Ursula Bauer, U.S. Centers for Disease Control and Prevention
- Greg Fairchild, University of Virginia School of Business

2:30 pm **FIRE SIDE CHAT 3: United Front for Business Engagement**

Moderator: Jodi Mitchell

- Bipartisan Policy Center – *Anand Parekh, Chief Medical Officer*
- Partnership for a Healthier America – *Stacy Molander, Chief Operating Officer*
- U.S. Chamber Foundation – *Lawrence Bowdish, Director, Research and Issue Networks*
- American Heart Association – *Jessica Black, Vice President, Community Health*

3:30 pm **CONCLUDING REMARKS**

Bob McLellan, Dartmouth

About the Collaboratives

The [Action Collaborative on Business Engagement in Building Healthy Communities](#) and the [Business Engagement in Obesity Solutions Innovation Collaborative](#) are ad hoc activities associated with the National Academies of Sciences, Engineering, and Medicine's Roundtable on Population Health Improvement and Roundtable on Obesity Solutions, respectively. The Collaboratives are flexible and action-oriented groups that welcome all interested organizations and individuals.

Any activities and products associated with these collaboratives do not necessarily represent the views of any one organization, the Roundtable, or the National Academies and have not been subjected to the review procedures of, nor are they reports, products, or activities of the National Academies.