

# agenda

3<sup>rd</sup> Learning Event  
“Celebrating Success in Our Communities”  
May 23<sup>rd</sup>, 2013  
George Street Playhouse

- 8:00-8:45 **Networking & Continental Breakfast**
- 8:45-9:00 **Welcome**  
Gina Stravic, co-director, New Jersey Partnership for Healthy Kids – New Brunswick  
Jeff Vega, co-director, New Jersey Partnership for Healthy Kids – New Brunswick
- New Brunswick Welcome (pending)**  
James Cahill, Mayor, City of New Brunswick
- 9:00–9:55 **Advocacy & Lobbying: The Good, The “Not So” Bad & The Ugly!**  
Allen Mattison, *attorney*, Trister, Ross, Schadler & Gold, PLLC
- 10:00-11:55 **A New Musical Comedy: Austin the Unstoppable!**  
Reigning master of the X-box and junk food junkie, eleven-year-old Austin must face the long-term consequences of an unhealthy lifestyle when he learns his mother has contracted Type II Diabetes. In partnership with *ShapingNJ*, this new musical comedy explores the challenges of one family learning how to make healthy choices together. This fun, upbeat musical engages students in the benefits of a healthy diet and exercise by celebrating how positive change can occur through the power of love, hard work and support.
- 12:00 - 1:00 **Networking Lunch**
- 1:00 – 1:30 **Using Twitter during Site Visits**  
Anita Bennison, New Jersey Partnership for Healthy Kids
- 1:45 - 3:00 **New Brunswick Celebration “Site Visit” Tours**
- **Mt. Zion CDC Preschool** (6 minute walk): Preschool children are a target population for addressing the growing issue of childhood obesity. Dr. Nurgul Fitzgerald, Rutgers University professor and a NJPHK-NB Steering Committee member, worked with preschool staff to pilot an innovative curriculum on physical activity and nutrition. The planning process and implementation phases will be presented at the school. Other NJPHK-NB school initiatives concerning structured activity during recess and expanding breakfast programs will be discussed.
  - **New Brunswick Bike Exchange** (5 minute ride): The Puerto Rican Action Board, a NJPHK-NB partner organization, is launching an effort that will make repurposed bicycles available to New Brunswick residents at low cost. You will visit the site located at the PRAB headquarters and hear more about this initiative, as well as about the City's adoption of a Complete Streets policy and the New Brunswick Ciclovía, an event utilizing city streets to get residents out and moving.
  - **Shiloh Community Garden** (8 minute walk): A movement is on in New Brunswick to get its residents out and gardening, and the City has a Garden Coalition to foster and coordinate these activities. You will see that the Shiloh Garden is an oasis set against a cityscape and hear from the manager about the gardeners and their success at this site. You will also be introduced to the New Brunswick Community Food Alliance, an NJPHK-NB associate, and its initiatives to make the food system work for everyone.

### *Learning Objectives*

- Deepen basic knowledge and understanding of the RWJF guidelines for lobbying and advocacy including social media implications.
- Learn about “Austin the Unstoppable” and its potential for community and civic engagement across the state.
- Network with NJPHK and *ShapingNJ* partners and share information and learnings.
- Visit a NJPHK - New Brunswick site to see and hear about specific policy and environmental changes and the lessons learned.
- Learn about and experiment with Twitter as a vehicle for sharing ideas and feedback about the event.