

DESIGN LAB 12
Jefferson County ♦ Birmingham, Alabama ♦ Sheraton Birmingham
May 5 – 7, 2010
AGENDA

MEETING GOALS

1. Learn about Jefferson County's determinants of obesity work in their community, as well as the history of the civil rights movement in Birmingham.
2. Explore civil rights and social justice as they relate to the *PLACE MATTERS* Initiative.
3. Explore various civic engagement strategies that may be applied to teams' *PLACE MATTERS* work.
4. Engage in team exercises to identify specific policies impacted by certain social determinants of health in each community, and develop civic engagement strategies to address them.
5. Network with colleagues participating in *PLACE MATTERS*.
6. Provide a safe place to brainstorm new and innovative approaches.

WEDNESDAY—May 5 [Day 1]

- 11:30 - 12:00p **REGISTRATION** (*South Meeting Room Lobby*)
- 12:00 - 1:15p **LUNCH** (*South Meeting Room AB*) & **JEFFERSON COUNTY WELCOME**
(*South Meeting Room JHI*)
- 1:15 - 1:30p **BOARD BUSES & DEPART** (*Meet in Hotel Lobby*)
- 1:30 - 4:30p **BUS TOUR OF JEFFERSON COUNTY**
- 4:30 - 4:45p **BREAK** (*Walk through Lynn Park-Optional*)
- 4:45 - 5:45p **TOUR** (*Civil Rights Institute*)
- 5:45 – 6:15p **DINNER** (*16th Street Baptist Church*)
- 6:15 – 7:00p **DISCUSSION & PRESENTATIONS** (*16th Street Baptist Church*)
- 7:00 – 7:15p **Return to the Hotel**

THURSDAY—May 6 [Day 2]

- 7:30 – 8:30a **BREAKFAST** (*South Meeting Room HI*)
- 8:30 – 9:00a **WELCOME** (*South Meeting Room JAB*)
- 9:00 – 10:00a **PLENARY || Introduction to Health Impact Assessment** (*South Meeting Room JAB*)
- 10:00 – 10:15a **BREAK**

THURSDAY—May 6 [Day 2] (cont'd)

10:15 – 12:00p	PLENARY Civic Engagement: Shaping Public Policy to Improve Civil Rights
12:00 – 1:00p	LUNCH (<i>South Meeting Room IH</i>)
1:00 – 2:30p	MOCK ISSUE FORUM (<i>South Meeting Rooms JAB & G</i>)
2:30 – 2:45p	BREAK
2:45 – 4:00p	TEAM CIVIC ENGAGEMENT EXERCISE (<i>South Meeting Rooms C, D, E, & F</i>)
4:00 – 5:30p	TEAM REPORTS & FINAL COMMENTS (<i>South Meeting Room JAB</i>)
5:30 – 6:30p	DINNER AT HOTEL (<i>South Meeting Room IH</i>)
6:00 – 7:00 p	Special Meeting: Internet & Social Media Strategies (<i>South Meeting Room G</i>)

FRIDAY—May 7 [Day 3]

8:00 – 8:30a	BREAKFAST (<i>South Meeting Room HI</i>)
8:25 – 8:30a	Welcome and housekeeping for the day
8:30 – 10:00a	TEAM WORKING MEETINGS (<i>South Meeting Rooms C, D, E, & F</i>) <ul style="list-style-type: none"> • Special Meeting: Health Equity Reports [8:30 am – 9:30 am] (<i>South Meeting Room JAB</i>)
10:00 – 10:15a	BREAK
10:15 – 11:15a	PLENARY The Future of Civic Engagement (<i>South Meeting Room JAB</i>)
11:15 – 12:00p	Final Thoughts (<i>South Meeting Room JAB</i>) & Lunch (<i>South Meeting Room IHG</i>)