



Summit Health Institute for  
Research and Education, Inc.

*Building Community*  
*Engagement in Underserved Neighborhoods*  
*The Path to Health Empowerment*

*November 17 and 18, 2011*  
*(Thursday/Friday)*

*Kellogg Conference Hotel*  
*Gallaudet University*  
*Washington, DC*



November 18, 2011



Dear Colleagues:

On behalf of Summit Health Institute for Research and Education, Inc. (SHIRE), we welcome you to what we hope will be a meaningful learning and teaching experience. We at SHIRE have come to understand that engaging neighborhood residents is the key to advancing health and wellness in the District of Columbia and around the nation. We also know that progress results when all of us are empowered to change our lives and environments.

Since its establishment in 1997, SHIRE has worked to strengthen the capacity of communities and individuals to take charge of their health through policy advocacy, effective programs, and partnership-building. During these 14 years, SHIRE has identified inequities, proposed solutions, and galvanized grassroots groups to address a wide range of issues. In recent years, our focus has been on childhood obesity, chronic disease prevention, and promoting health information technology in communities of color. Through this work, we have gained a new understanding of the importance of public- and private-sector partnerships – the need for which has been magnified in these challenging economic times. This conference has been made possible through the support we have received from a wide range of sponsors, and we are truly appreciative.

As you will see from the program, this event will help provide direction and momentum to efforts to engage our neighbors to create a healthier city, region, and nation. SHIRE believes in the power of collaboration, as reflected in the many partners participating in this conference as facilitators and discussants. We have involved persons and organizations with whom we have worked and that have direct experience in engaging and empowering individuals, families, and neighborhood groups. Our efforts were recently recognized by the National Community-Based Organization Network, an affiliate of the American Public Health Association, through presentation of an "Unsung Hero" award

We know you are here because of your dedication to community engagement – the focus of this conference. We trust that you will find this to be a place where you can obtain tools and learn about strategies that will assist you in reaching the underserved and building productive relationships and partnerships for change.

We thank you for coming and look forward to receiving your feedback, insights, and recommendations.

Sincere regards,

A handwritten signature in cursive script that reads "Russell J. Davis".

Russell J. Davis, DPA, MAPT  
President

A handwritten signature in cursive script that reads "Ruth T. Perot".

Ruth T. Perot, MAT  
Executive Director/CEO



VINCENT C. GRAY  
MAYOR

November 3, 2011

Russell J. Davis, DPA, MAPT  
President  
Summit Health Institute for Research and Education, Inc.  
1313 L Street, NW, Suite 111  
Washington, D.C. 20005

Dear Dr. Davis:

It is my pleasure to extend official and personal congratulations on the occasion of the conference organized by Summit Health Institute for Research and Education, Inc. (SHIRE) and to express my best wishes for a successful event. The conference theme, *Building Community Engagement in Underserved Neighborhoods/The Path to Health Empowerment* resonates with my own vision for the District of Columbia and clearly reflects the intentions and priorities of my administration.

Washington, D.C. confronts a wide assortment of challenges – many of which, in particular, have a disproportionate impact on neighborhoods that too often have been neglected and left behind. We've come a long way in our city in recent years in addressing these challenges, but much work remains to be done. Your focus on the importance of individual and community engagement and collaboration in all D.C. neighborhoods as a key strategy for positive change is extremely important, particularly during these challenging economic times. A report from the conference that describes lessons learned and engagement strategies that have proven to be effective will be of considerable interest to my office as we seek to build partnerships throughout the city to advance a health-and-wellness agenda.

I look forward to joining you on November 18 and to participating in what promises to be a meaningful educational and empowering experience.

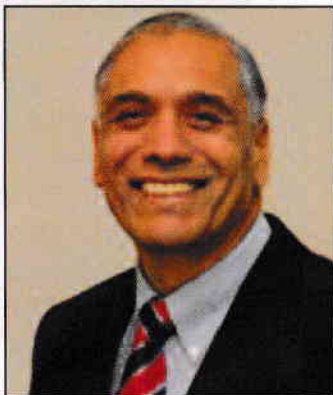
Sincerely,

A handwritten signature in black ink that reads "Vincent C. Gray". The signature is written in a cursive style with a large, sweeping "V" and "G".

# Keynote Speaker



Summit Health Institute for  
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## MOHAMMAD N. AKHTER, MD

Mohammad N. Akhter, MD is the Director of the DC Department of Health. Prior to joining the Department in January, 2011, Dr. Akhter was a Professor at Howard University College of Medicine. He also served from 2002-2005 as the Senior Associate Dean for Public and International Health at Howard University College of Medicine.

Under Dr. Akhter's leadership, the DC Department of Health is focused on improving the quality of care in the District. His top priorities include implementation of healthcare reform, expansion of HIV services and making them available on demand, supporting the training programs for DC residents to qualify for jobs in healthcare and improving access to quality care across the District. Prior to joining the Howard University faculty, Dr. Akhter served as the Executive Director of the National Medical Association where he focused on healthcare reforms and eliminating health disparities.

Dr. Akhter was Executive Director of the American Public Health Association (APHA) from 1997-2002. He was instrumental in expanding APHA's scientific base and in strengthening its advocacy role in protecting the health of the American people. Dr. Akhter was Commissioner of Public Health for the District of Columbia from 1991-1994. He subsequently served as a Senior Advisor in the US Department of Health and Human Services, Agency for Health Care Policy and Quality.

A native of Pakistan, Dr. Akhter received his medical degree from the King Edward Medical College in Lahore, Pakistan. He received a master's degree in public health from Johns Hopkins University. He is board certified by the American Board of Preventive Medicine. Dr. Akhter is married to Jeanette Easton Akhter, MD and they have a daughter Sarah.

# Luncheon Speaker



## DENISE ROLARK BARNES, JD

Denise Rolark Barnes is the publisher of *The Washington Informer*, an award-winning member paper of the National Newspaper Publishers Association that was founded by her father, Dr. Calvin Rolark, 39 years ago. Following her father's death in 1994, some suspected the paper would not survive. Under her leadership, however, the *Informer* has become the voice of the city's African-American community.

Ms. Rolark-Barnes first wrote for the paper as a middle-schooler. That experience of working with her father led her to return to the *Informer* after law school, where she was editor of the Howard University School of Law student newspaper. She has since threaded herself into the fabric of the D.C. community, serving as an advocate for African Americans and for local school children. Each year she coordinates Washington's city-wide spelling bee.

In addition to hosting two public affairs programs that air on DCTV channels 95 and 96, Ms. Rolark-Barnes also hosts Reporter's Roundtable, a program on D.C. cable Channel 16 that brings area journalists together to discuss the city's civic and social issues. Active in many community organizations, Ms. Rolark-Barnes is president of AARP-DC; director of Washington Informer Charities; and a member of Leadership Greater Washington, the United Black Fund, Inc., the Historical Society of Washington, DC, and several other community advisory boards.

Ms. Rolark-Barnes also holds a bachelor of arts degree in communications from Howard. She is married to Lafayette Barnes; they have two sons.

# Agenda



## THURSDAY, NOVEMBER 17, 2011

### 5:30 – 7 p.m. Reception

Welcome  
Introductions and Acknowledgements  
Greetings from Mayor Vincent C. Gray (invited)  
Sponsor Remarks  
Entertainment by Jazz Artist “Natii”

## FRIDAY, NOVEMBER 18, 2011

### 7 a.m. – Registration

### 7:30 a.m. – 8:30 a.m. Continental breakfast

### 8:30 a.m. – 9:30 a.m. Opening Plenary

Welcome, Conference Purpose – Ruth T. Perot, SHIRE

SHIRE Overview, Introduction of Plenary Speaker – Russell J. Davis, DPA, SHIRE

Keynote Speaker – Mohammad N. Akhter, MD, Director, DC Department of Health

Presentation of Community Champion Award – Dr. Russell Davis

### 9:30 a.m. – 10:30 a.m. Plenary Session

Key Steps to Community Engagement

Facilitator: Autumn Saxton-Ross, PhD, DC Department of Health

Discussants: Dr. Carla Bowers, The New Samaritan Baptist Church; Canary Girardeau, SHIRE; Maria Gomez, Mary's Center (invited); Celeste James, Kaiser Permanente; Anthony Knight, SHIRE Peer Educators; Valerie Rochester, Black Women's Health Imperative

### 10:30 – 10:45 a.m.

Move to Breakout Sessions

### 10:45 a.m. – 12 noon Breakout Sessions

#### Session #1 – Community Engagement as a Tool to Build Networks, Partnerships and Collaboratives

Facilitator: Darlene Kehaulani Butts, Ke Ali'i Maka'ainana Hawaiian Civic Club

Discussants: Nadine Gracia, MD, National Partnership for Action, OMH, HHS (invited); Dominic Moulden, ONE DC (invited); Jeannette Noltenius, PhD, Out of Many, One; Rhonique Shields-Harris, MD, and Niccola Reed (invited), Early Childhood Obesity Prevention Collaborative; Clara Reynolds, People's Coop

#### Session #2 – Policies that Support or Hinder Community Engagement

Facilitator: Daniel Dawes, Premier Healthcare Alliance

Discussants: Alex Ashbrook, D.C. Hunger Solutions/HKHC DC Partnership; Priscilla Huang, Asian and Pacific Islander American Health Forum; Jenne Johns, PolicyLink

#### Session #3 – Private Sector Support for Community Engagement (Roundtable Format)

Facilitator: Bonnie Summers, National Labor Office BCBSA

Discussants: Maritha Gay, Kaiser Permanente; Maynard McAlpin, Chartered-Health Plan; Mark Ortega, Giant Foods; Rey Thomas, Aetna (invited); Maria Tildon, CareFirst BlueCross Blue Shield

### 12 noon – 12:15 p.m. Instant Recess

### 12:15 – 1:30 p.m. Lunch

Welcome

Lunch

Presentation of SHIRE Community Champion Awards - Members, SHIRE Board of Directors

Luncheon Presentation: The Role of the Media in Fostering Community Engagement – Denise Rolark Barnes, JD, Publisher, *The Washington Informer*



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### **1:45 – 2:45 p.m. Interactive, Skill- Building Workshops**

Workshop #1 – How to Engage Adults (Sponsored by  
Aetna Inc.)

Facilitator: Felecia Stovall, University of the District of  
Columbia

Discussants: Alphonso Coles; Andrea Giles, People's Co-  
op; Dushaw Hockett, Spaces (invited); Marvena Alston,  
SHIRE Peer Educators; Keami Harris, National Black Child  
Development Institute, Inc.

Workshop #2 – How to Engage Children and Youth

Facilitator: Natii Wright, SHIRE

Discussants/Presenters: Melvin Andrews & Kelsey E. Collie,  
Children's Theatre Experience; Nura Green, PhD, Aban  
Institute/Strategic Prevention Framework; SHIRE Teens to  
Tykes Peer Health Educators

Workshop #3 – Wellness and Sister Circles/Effective Tools for  
Engagement and Empowerment

Facilitator: Linda Thompson, PhD, SHIRE

Discussants: Marilyn Gaston, MD, Gaston & Porter Health  
Improvement Center; Renee Tillman, SHIRE Wellness  
Circle/Peer Educators; Jacqui Seay, Prime Time Sister Circle

### **2:45 – 3 p.m. Break**

### **3 – 4 p.m. Interactive Skill-Building Workshops**

Workshop #4 – Engaging Communities to Create Jobs and  
Business Opportunities

Facilitator: Joyce Hunter, SHIRE Board of Directors

Discussants: James Bunn, Ward 8 Contractors Business Council;  
Dennis Chestnut, Groundworks Anacostia; Office of Deputy  
Mayor for Economic Development (invited)

Workshop #5 – Guiding, not Just Participating in,  
Community Research (Sponsored by Papa Ola Lokahi)

Facilitator: Suzanne Randolph, PhD, University of Maryland/  
MayaTech

Discussants: Mei-Ling Isaacs, Papa Ola Lokahi; Dr. Carla  
Williams and Giovanna Dixon, Georgetown-Howard  
Universities Center for Clinical and Translational Sciences

Workshop #6 – Engaging Health Professionals and  
Consumers in Health Information Technology (Sponsored  
by Office of Minority Health, HHS)

Facilitator: Dr. Russell Davis, SHIRE

Discussants: Ernest Carter, MD, Westat; David King,  
MD, Capital Health Management; Eleanor Thornton,  
VISIONARY Consulting

Workshop #7 – Using Social and Other Media to Support  
Community Engagement

Facilitator: Pattie Yu, theYucrew

Discussants: Catherine An, National Alliance to End  
Homelessness; Joni Eisenberg, WPFW; Tambra Stevenson,  
Creative Cause

### **4 – 4:30 p.m. Closing Plenary Session**



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## *SHIRE Community Champion Award Recipients*

### **Mohammad N. Akhter, MD, MPH**

Dr. Akhter is a distinguished public health administrator who brings a wealth of experience to his current position as Director of the DC Department of Health (DOH). His career encompasses key positions in government, academia, and non-profit sectors, including service as Senior Associate Dean for Public and International Health at Howard University and as Executive Director of the American Public Health Association. Dr. Akhter is an ardent advocate for community engagement as essential to advance public health and wellness; he promotes that engagement in all DOH activities and programs.



### **Denise Rolark Barnes, JD**

Ms. Rolark-Barnes is the publisher of the award-winning newspaper, The Washington Informer, a trusted source of news and information in the African American and wider DC community. Highly regarded by fellow journalists, Ms. Rolark-Barnes serves her community in many ways, as president of AARP-DC; as host of Washington Informer News and Let's Talk, and as director of Washington Informer Charities. Ms. Rolark-Barnes' commitment to engaging community residents also includes inspiring young journalists, sponsoring Ward 8 celebrations, and coordinating the District's city-wide spelling bee.



### **Garth N. Graham, MD, MPH**

Dr. Graham will soon complete nearly a decade of service as Deputy Assistant Secretary for Minority Health in the Office of Minority Health, Department of Health and Human Services. In this role, he has sought to empower the underserved, with a focus on communities of color. He has championed engaging community partners in government initiatives and has been personally involved in advancing health information technology, promoting race/ethnicity data collection, and post-Katrina aid. Dr. Graham has had a distinguished academic career and holds a faculty appointment at Harvard Medical School.







## *SHIRE Community Champion Award Recipients*

### **Celeste A. James**

Ms. James is Director of Community Health Initiatives in the Mid-Atlantic States region of Kaiser Permanente. In this role, she leads community-based health initiatives to reduce obesity and prevent chronic diseases. She brings to this work a strong background in public communications and alliance-building, including 20 years in print and electronic media companies, including USA TODAY, U.S. News & World Report, and National Public Radio. Ms. James has actively fostered collaboration among community stakeholders, public agencies, and foundations to promote systems change.



### **Mark Ortega**

When Giant Foods opened a full-service grocery store in Ward 8 in December 2007, Mark Ortega was hired as Store Manager. He redefined the job to expand well beyond assuring a profitable enterprise, by developing a partnership with the community. Mr. Ortega provided a "safe haven" for neighborhood residents, opening the store to youth for homework and to adults for meetings. He hired employees from the neighborhood and arranged for a taxi service. Although he has been reassigned to Lusby, Maryland, Mr. Ortega has set a high bar for his successors – exemplifying corporate citizenship at its best.



### **Brenda Lee Richardson, MSW**

Ms. Richardson is the highly respected Deputy Director, Office of Councilmember Marion Barry. She has advocated for health, welfare reform, environmental justice, and economic development for more than 20 years. Ms. Richardson's sphere of contacts in Ward 8 is legendary. She serves on the DC Library Board of Trustees, and for many years she directed the Metropolitan Dialogue – a faith-focused city-wide collaborative. Throughout her career, Ms. Richardson has demonstrated an unswerving commitment to empowering neighborhood residents through outreach and partnership.



A photograph of three children standing on an outdoor basketball court. On the left is a young boy in a yellow t-shirt. In the center is a young girl in an orange patterned dress. On the right is a young boy in a yellow t-shirt with his arm around the girl's shoulder, holding a basketball. The background shows a basketball hoop and a fence under a clear sky.

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At Kaiser Permanente, our commitment to well-being goes beyond health care. We're also committed to improving the communities we serve. That's why we support SHIRE.

By working hard to make a difference, Kaiser Permanente and SHIRE are making Washington, DC a better place for all of us.

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## *Acknowledgments*

**SHIRE wishes to acknowledge the following:**

### **Friends – for their financial contributions**

- National Hispanic Medical Association
- Premier Healthcare Alliance

### **Organizations – for their in-kind contributions**

- Asian and Pacific Islander American Health Forum
- Concerned Black Men – National Organization
- DMG Consulting
- Joint Center for Political and Economic Studies
- National Black Child Development Institute
- Out of Many, One
- Penn, Good & Associates
- TechtroSpect

*We also want to thank and recognize the Robert Wood Johnson Foundation for its generous contribution to support the documentation of the conference and the post-conference publication of a Community Engagement Tool Kit.*

## ABOUT SHIRE

Summit Health Institute for Research and Education, Inc. (SHIRE) is a nonprofit 501(c) (3) organization, established in 1997. SHIRE is guided by a vision of a nation where health care is a right, fully implemented, and where individuals and communities are empowered to achieve and sustain optimal health and well-being. SHIRE's mission is to work to eradicate health disparities and aid vulnerable populations in attaining optimal health.

SHIRE is dedicated to the promotion and attainment of health and wellness for all. As a reflection of our commitment to equity, fairness, and social justice, SHIRE works to help individuals, families, and communities gain and maintain optimal health through policy advocacy, education and outreach, community-based health initiatives, networking, partnership-building, and collaboration. We engage partners in communities, government, foundations, academia, business and industry, and the nonprofit sector to address such issues as chronic disease prevention, childhood obesity, and promotion of the use of health information technology.

SHIRE's logo reflects our guiding philosophy and has three elements. The pyramid connotes respect for the wisdom and accomplishments of ancient, as well as modern, cultures. The flame of life is a fitting symbol of spirituality and health. The rising sun indicates renewal and hope as each day offers a new beginning.

We invite you to access our Web site at [www.shireinc.org](http://www.shireinc.org) for more information about our history, accomplishments, and priorities.



**Summit Health Institute for  
Research and Education, Inc.**

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