



# 2017 ANNUAL WELLVILLE GATHERING

**CLATSOP COUNTY  
OREGON**

April 17-20, 2017

**Wellville**

A HOCup Project | Founded by Esther Dyson

# Wellville 2017

## The State of Our Union

Welcome to our fourth annual Gathering of the five Wellville communities (and invited guests). Clatsop County, Oregon, is the proud host of this year's event. We will spend our two-and-a-half days together taking advantage of the local setting to focus on economic development, early childhood development (including trauma-informed care), food/food systems, obesity and diabetes, and governance.

In addition to formal sessions related to the work our communities are undertaking, we're also leaving plenty of time for teams to meet and work informally. During this unstructured time, we're asking them to develop a "work product" to be presented at the end of the Gathering. We hope they will roll out projects that can both serve their communities and provide an example of what happens when serious, broad-scale initiatives are supported with paid and accountable staff; a budget and funding for that budget; and clear, measurable outcomes over time.

In the world beyond Wellville, we're seeing encouraging developments. For example, value-based approaches, under their various names, are an integral part of "cost of health care" conversations. We also see coalitions and collaboratives taking necessary steps toward becoming more effective partners to the communities they serve. And the so-called social determinants (once the exclusive domain of academics) are now commonly referenced as the "cause of the cause" of our national health crisis.

What began prior to 2015 in the Wellville communities is now broadening to encompass new projects and partners, which we believe is critical to long-term viability.

- In Muskegon County, Michigan, the local Wellville coalition, 1 in 21, has begun to work with Healthy Muskegon, a separate coalition of some 80 organizations working to improve access to healthy food in the county.
- In Spartanburg, South Carolina, a Bloomberg Philanthropies public-arts project is being leveraged to extend the reach of the Wellville community engagement initiative, by providing job training and an outlet for resident concerns.
- And in North Hartford, Connecticut, the city, a local health system, a children's medical center, and a community development organization are establishing a collaborative that will, among other projects, repurpose a defunct factory into a multi-use community center to include a health hub.

Just three examples of Wellville as a spur to the kind of multisector initiatives that will cultivate healthy communities. We believe this year's Gathering will be the impetus for even more.

Yours,  
Rick, Esther, Marvin, Marya and Jeff

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wellville.net

# Ask Us About... Tell Us About

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Here's what the Wellville communities want you to know they're working on.

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## CLATSOP COUNTY, OREGON

**Universal Pre-K** We're implementing a feasibility study for universal pre-kindergarten (through a grant from the U.S. Dept. of Education) and would love to talk to others about community engagement and buy-in for large projects and services for young children.

**Trauma-informed Community** We're working on creating a trauma-informed community and are engaging as many people as possible at schools, public health, behavioral health, and all programs that touch kids. We'd love to learn more about your work on adverse childhood experiences (ACES) and creating trauma-informed communities and schools.

**Cross-sector Data Project** We're also doing a large administrative data project (through a grant from the Sorenson Impact Center) to tie together data from eight different school districts, dozens of preschool providers, the department of health and other partners. We'd love to learn about your experience working across silos and county lines.

**Backbone Organization** CareOregon, a nonprofit health plan serving the health care needs of low-income Oregonians.

### 2017 WELLVILLE GATHERING ATTENDEES

- Skyler Archibald, Sunset Empire Park and Recreation
- Pam Ackley, City of Warrenton Commission
- Sue Cody, Way to Wellville Clatsop County
- Dan Gaffney, Success for Kids LLC
- Nancy Knopf, CareOregon
- Paulette McCoy, Providence Seaside Hospital
- Jeanette Schacher, Columbia Memorial Hospital
- Sydney Van Dusen, CareOregon

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## LAKE COUNTY, CALIFORNIA

**SafeRX Opioid Reduction Coalition** A cross-sector community coalition focused on: 1) raising awareness among providers and community members of the risks and benefits of opioids and alternative treatments,

2) developing and adopting consistent prescribing guidelines for Lake County, and 3) increasing access to medically assisted treatment, promoting the expansion of naloxone, and monitoring and sharing data. So far we've successfully achieved a 52% reduction in new opioid prescriptions.

**High Utilizer Initiative** Population/community approach for high-frequency and complex individuals, using an innovative model of care coordination.

**Mental Health Integration** Integration of mental health services with county services for those with severe and persistent mental health conditions. Funding a pilot project to manage and track "step up" and "step down" referrals, to make sure services are coordinated. The program will also track those referred for higher level of care, to determine if they were actually linked with appropriate care. This is a two-year pilot project.

**Backbone Organization** Hope Rising.

### 2017 WELLVILLE GATHERING ATTENDEES

- Patty Bruder, North Coast Opportunities
- Kate Gitchell, AmeriCorps VISTA, Adventist Health & North Coast Opportunities
- Shelly Mascari, Adventist Health Clear Lake
- Allison Panella, Sutter Health
- Carole Press, Mendocino Community Health Clinic Inc.
- Lynn Scuri, Partnership HealthPlan of California
- Kim Tangermann, Mendocino Community Health Clinic Inc.

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## MUSKEGON COUNTY, MICHIGAN

**First Annual Resilience Month** After the community understands the extent of ACES among its population, the obvious question is "What do we do about it?" Resilience Muskegon is how we're beginning to answer that question.

**Mapping Food Systems** It's one thing to know there are food deserts in our midst. It's another to build a network of local resources that can turn "deserts" to "gardens."

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## If you have questions, ask them. If you have experience, share it.

**Launching the “PhAATies”** A cross-sector action team focused on physical activity in the community (Physical Activity Action Team).

**Backbone Organization** 1 in 21 Healthy Muskegon County, a community coalition launched by Muskegon Rotary.

### 2017 WELLVILLE GATHERING ATTENDEES

- Jeff Fortenbacher, Access Health
- Jamie Hekker, 1 in 21/Public Health Muskegon County
- Lauren Meldrum, HealthWest
- Ramona Wallace, Muskegon Family Care

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## NORTH HARTFORD, CONNECTICUT

**North Hartford Triple Aim Collaborative** A design team came together earlier this year to create the North Hartford Triple Aim Collaborative. The effort will drive greater alignment of resources and collective action among residents, organizations, government and funders working together to achieve the “triple aim” of improved health, well-being and value of investment. We’d love to know about your collaborative, including how you finance your health improvement work and backbone support.

**The Swift Factory** Community Solutions is set to close this spring on a \$32 million re-development of a historic gold-leaf factory in the heart of North Hartford. The Swift Factory project will transform a vacant and blighted structure into an economic engine for job creation, food production and health promotion that integrates the clinical and social determinants of health. Is physical and economic development part of your health strategy?

**Access to Nutritious Food** Local team members are working together as part of the Invest Health initiative, along with assistance from Wholesome Wave, to consider strategies ranging from grocery coops to food aggregation hubs. What food-related efforts have had measurable outcomes in your community?

**Backbone Organization** Community Solutions helps solve big social problems, from homelessness to poor health.

### 2017 WELLVILLE GATHERING ATTENDEES

- Gina Federico, Community Solutions
- Otis Pitts, Hartford Health & Human Services
- Jacquelyn Rose, Connecticut Children’s Medical Center
- Mary Stuart, St. Francis Hospital & Medical Center
- John Thomas, Community Solutions

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## SPARTANBURG, SOUTH CAROLINA

**Hello Family** We’re in the transaction structuring phase of a comprehensive Pay for Success continuum of services program that would expand early care and education programs for every child born in the city of Spartanburg.

**Neighborhood Engagement Listening Campaign** Five city neighborhoods are part of a community organizing process eliciting the authentic voice and feedback of underserved residents.

**Small Employer Collaborative** We’ve gathered 12 local employers to engage in a year-long process to explore ways to bring the wellness offerings and programming horsepower of large employers to the city’s smallest employers.

**Backbone Organization** Mary Black Foundation, a local health legacy foundation.

### 2017 WELLVILLE GATHERING ATTENDEES

- Kathleen Brady, University of South Carolina Upstate
- Samantha Campbell, Way to Wellville Spartanburg
- Kathy Dunleavy, Mary Black Foundation
- Jennifer MacPhail, Mary Black Foundation
- Chris Story, City of Spartanburg

# Participants

## THE WELLVILLE 5

### CLATSOP COUNTY, OREGON



#### Sue Cody

Way to Wellville Clatsop County  
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Sue Cody is a journalist who was an editor at *The Daily Astorian* for 21 years before becoming the communications lead for the Way to Wellville Clatsop County.



#### Skyler Archibald

Sunset Empire Park and Recreation  
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Skyler Archibald is the executive director of Sunset Empire Park and Recreation, serving South Clatsop County residents. Prior to his work at SEPRD, beginning in 2015, he worked in collegiate recreation at Pacific University, Washington State University and Portland State University. As a native to the area, he feels lucky to be home and helping individuals work toward a healthier and more active lifestyle.



#### Pam Ackley

City of Warrenton Commission  
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Pam is the commissioner for the City of Warrenton, Realtor with Windermere Stellar, and director of Warrenton-Hammond Healthy Kids, Inc., Economic Development Team with Way to Wellville Clatsop County.



#### Sydney Van Dusen

CareOregon  
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Sydney is the community coordinator for Way to Wellville Clatsop County. She is excited to combine her personal interests of community health, strong background in operations and her community's connections to improve the health of Clatsop County. Making a career change to health care in 2012, she was the executive director of the Providence Seaside Hospital Foundation. She raised money to bring new technologies and innovative programs to the North Coast community, including telemedicine, Palliative Care and Eldercare North Coast (a nationally recognized P.A.C.E. program).



#### Dan Gaffney

Success for Kids LLC  
dpgaffney80@gmail.com

Dan "retired" in June 2013 after 37 years working as a teacher, school administrator and special services director.

The following 3.5 years he coordinated Clatsop Kinder Ready (CKR), a prekindergarten through grade 3 alignment consortium that focuses on preparing all children for kindergarten and being fluent readers by third grade. CKR provides free workshops to parents and professional development for early childhood providers and primary grade professionals, as well as community education/outreach throughout the county. A key activity of this work has been providing multiple free Early Childhood Health and Education Screening Clinics for 2-5-year-old children. Dan has coordinated writing an implementation grant for school-based dental services in all Clatsop County schools. He is preparing to serve as the project director for a U.S. Department of Education Pay for Success Preschool Feasibility Study involving Clatsop and Tillamook counties. He has served on the county's Way to Wellville Strategic Council since it began.



#### Jeanette Schacher

Columbia Memorial Hospital  
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Jeanette Schacher, PT, DPT, serves as a medical group director with Columbia Memorial Hospital, where she is responsible for management of Primary Care, Women's Center, Pediatric and Urgent Care Clinics.

Jeanette grew up in Aloha, Oregon. She attended college at the University of Montana in Missoula, where she earned a Bachelor of Science in Health and Human Performance. After graduation, she pursued a career in the health and wellness industry.

In 2001 she moved to Astoria and became the wellness coordinator for Clatsop Care Center Health District. In 2007 Jeanette graduated from Pacific University with a doctorate in physical therapy. As a physical therapist, her focus has been on promoting the physical function of the geriatric population. She has been employed by Columbia Memorial Hospital since 2007 as a therapist, manager, director and chair of the Caregiver Wellness Task Force.

Jeanette joined the Way to Wellville Advisory Council because she strongly feels that the best way to promote the health of our community is through education. As the mother of two young boys, she feels the greatest gift she can give her children is an appreciation for living a healthy lifestyle and that comes from leading by example.

# Participants



## Paulette McCoy

Providence Seaside Hospital  
Paulette.Mccoy@providence.org

Paulette Hankel McCoy grew up in Astoria, where her mother's family has lived since 1879. After college, she lived and worked in Portland while raising her family. Currently she is employed at Providence Seaside Hospital as the community relations manager and enjoys serving on the strategic council of Way to Wellville Clatsop County.

Paulette has served on the Liberty Theater Board & the Astoria Downtown Association board, supports the Assistance League (clothing young people in Clatsop County) and the Clatsop County Historical Society. Paulette also co-hosts a weekly radio show, Adventures in History.



## Nancy Knopf

CareOregon  
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Nancy is a social worker who has spent most of her career working in the community with people who experience long-term health conditions. She believes we need to keep working together to have a better understanding of what communities value and to find innovative ways to capture the voice of the individual. Having a good evaluation strategy and sharing power with the community will create a robust environment. Currently she works for Columbia Pacific Coordinated Care Organization as its Community Health Partnership manager.

## LAKE COUNTY, CALIFORNIA



## Shelly Mascari

Adventist Health Clear Lake  
mascarsf@ah.org

Shelly is passionate about leading and collaborating to achieve individual and community transformation through systems change and design. She has been recognized as an advocate and creative leader and holds a bachelor's degree in Human Development and Social Change, and is progressing toward an MBA in health care. She is an enthusiastic musician and supporter of the arts and performs regularly as a featured vocalist with the symphony and with local jazz and review bands.



## Patty Bruder

North Coast Opportunities  
pbruder@ncoinc.org

Patty Bruder began her work with North Coast Opportunities (NCO) 31 years ago and became the organization's executive director in 2013. Through her vision and leadership, NCO has played a key role in developing and guiding creative responses to local needs, from programs that address sustainable local economies and healthy communities to those that focus on social capital and personal connections that work toward creating a sense of purpose for every member of the community. Patty is particularly adept in the area of partnership building and in working collaboratively to bring ideas to fruition.



## Kate Gitchell

Adventist Health  
Kdgitch@gmail.com

Kate is currently an AmeriCorps VISTA working through North Coast Opportunities and Adventist Health. Her background is in community health.



## Carole Press

CEO, Mendocino Community Health Clinic Inc.  
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Carole is the CEO of Mendocino Community Health Clinic Inc., a Federally Qualified Health Center (FQHC) in Ukiah, California, with three sites in two counties.



## Kimberly Tangermann

Mendocino Community Health Clinic Inc.  
ktangermann@mchcinc.org

Kimberly is the site director of Lakeview Health Center, one of the sites owned by Mendocino Community Health Clinic Inc.

# Participants



## Allison Panella

Sutter Health  
panella1@sutterhealth.org

Allison Panella works for Sutter Lakeside Hospital as the community benefit specialist. This position gives her the opportunity to advocate for and develop

strategic community benefit priorities, as identified through her local community health needs assessment. The mission of Sutter Lakeside Hospital is to invest in community benefit initiatives that make a difference for the real needs of the community. To do this, she works with local and system administrative leaders and colleagues to streamline the work currently in progress and to identify opportunities for process and program improvement. She and her husband, who were born and raised in Lake County, also contribute to the local economy as small business owners by employing 17 local residents, and they farm and sustain 100 acres of pear and walnut orchards.

*Also attending from Lake County, California:*

## Lynn Scuri

Regional Director, Partnership HealthPlan of California  
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## MUSKEGON COUNTY, MICHIGAN



## Jamie Hekker

1 in 21/Public Health Muskegon County  
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Jamie is a native of the Muskegon area, with a BA in English from Western Michigan University and MPA from Indiana University - Bloomington with a focus

on nonprofit and public management. Her career included fund development at Indiana University and Michigan State University, before spending a year of service in AmeriCorps. She then moved into work at local United Ways with a focus on basic needs, income stability and health. Since August 2015, she has served as the Community Engagement Coordinator at Public Health - Muskegon County, leading the 1 in 21 Healthy Muskegon County initiative (Muskegon's Way to Wellville coalition). Jamie has a passion for making Muskegon County a healthy, vibrant and thriving community! She is the 2017 president of the Greater Muskegon Jaycees, a Rotarian and a member of "Run Muskegon." She and her husband, Michael, live with their cat Jayne and are excited to welcome their first child in September.



## Jeff Fortenbacher

Access Health  
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Access Health CEO and consultant with over 30 years of experience leading community healthcare programs that benefit Medicaid and low-income popu-

lations. He has been recognized and awarded for proactive and persistent community collaboration efforts to build group consensus and impact change at state administrative and policy levels. Jeff has a solid background in psychiatric and substance abuse treatment solutions and integrates social and emotional determinants into collective impact healthcare model. Business acumen in community healthcare management systems and long-term care programs.



## Lauren Meldrum

HealthWest  
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Lauren Meldrum is passionate about health, social justice and community-based approaches. She received her master's of public health from the

University of Michigan, studying health education and working in the Caribbean doing HIV prevention work via the Pedagogy of Empowerment. Out of college, she taught elementary school for two years on the West Side of Chicago through the Teach For America program, and then returned to her home in West Michigan to work in the behavioral health and public health field. She currently serves as the Community Relations Manager and Systems of Care Project Director for HealthWest, Muskegon's Behavioral Wellness Connection. Lauren focuses much of her efforts on addressing the underlying causes and solutions for health, social and educational issues, including adverse childhood experiences, toxic stress, systemic oppression and the need for systems change.



## Ramona Wallace

Muskegon Family Care  
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I am a functional medicine physician in Muskegon, who has spent the last 20 years diligently practicing holistic medicine. Not only does that mean treating

the whole person, but the community in which that person resides. To effectively help someone, I have learned that food is first! Water, shelter, safety, community and self-worth are also vital parts of being human.

# Participants

## NORTH HARTFORD, CONNECTICUT



### Mary Stuart

St. Francis Hospital & Medical Center  
mstuart@stfranciscare.org

Mary Stuart, MPH, Health Equity program officer, has worked at Saint Francis Hospital for over 10 years, and has been with the Curtis D. Robinson Center for Health Equity from the start of that institution. She is responsible for the Transforming Communities Initiative called Well Being 360 and serves as the leader for department operations. She graduated from Cornell University with a degree in Nutrition Education, and completed her master's in Public Health at the University of North Carolina in Chapel Hill. For over 20 years, Mary has worked in the field of public health, with a special interest in program planning, collaborative partnerships and outcome evaluation. She is a Connecticut Health Foundation Health Equity Fellow.



### John Thomas

Community Solutions  
jthomas@cmtysolutions.org

John J. Thomas is the Community Engagement Coordinator for Community Solutions' North Hartford/Swift Factory Project. He was born and raised in North Hartford. John has experienced many of the challenges residents in North Hartford face and uses his personal and professional narratives to leverage social capital in support of community-building efforts. John is a Planning and Zoning commissioner for the City of Hartford, a director of the Northeast Neighborhood Partnership Initiative, chairman of the Greater Hartford NAACP Political Action Committee and a member of the Buffalo Soldiers Motorcycle Club. John's goal at Community Solutions is to identify points of hope in engaging best practices in community-based wealth creation and self-determinative efforts. John believes honing common narratives amongst resident and systems leadership and identifying mutual benefit to drive transaction planning processes is the key to true community engagement.

### Otis Pitts

Hartford Health & Human Services  
pitto001@hartford.gov

Otis Pitts has managed the Environmental Health Division for the Hartford Department of Health & Human Services (HHS) since 2011. Prior to joining the city, he worked for the Connecticut Association of Directors of Health and advised local health departments throughout Connecticut on the incorporation of local social determinants of health data from the Health Equity Index into their decision making and policy advocacy. With education and experience in both law and public health, he's had a unique perspective to analyze and address policy issues at the root of poor health outcomes.



### Gina Federico

Community Solutions  
gmuslim@cmtysolutions.org

Gina is the director of Strategic Partnerships work for Community Solutions in North Hartford, Connecticut. Prior to joining Community Solutions, Gina served as the development director for John Dempsey Hospital and the UConn School of Medicine at the University of Connecticut Foundation. Gina has more than 20 years of experience in the nonprofit field and has held leadership posts at the Children's Museum in West Hartford, the Wadsworth Atheneum, Boston Children's Museum and Boston Children's Hospital. She is a director at large for the Aurora Foundation for Women and Girls and on the Board of Corporators for Connecticut Community Care Inc. and the Hartford Public Library. Gina has a BA from Smith College and has completed graduate study in nonprofit management at Harvard University.



### Jacquelyn Rose

Connecticut Children's Medical Center  
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As program manager for the Advancing Kids Innovation Program, Jacquelyn Rose is responsible for building relationships with, and offering assistance to, individuals and organizations that create and implement innovative strategies to foster healthy development and strengthen families. Prior to joining Connecticut Children's Medical Center, Jacquelyn served as director of outreach and community programs for the police department in Cambridge, Massachusetts, where she was responsible for planning, implementing and evaluating community-oriented programs and initiatives. Jacquelyn holds a master's in public health from Boston University and a bachelor's in public health from Southern Connecticut State University.

# Participants

## SPARTANBURG, SOUTH CAROLINA



### Kathy Dunleavy

Mary Black Foundation  
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Kathy Dunleavy is the president/CEO of the Mary Black Foundation. This is a health legacy foundation whose funds are targeted for the health of the citizens of Spartanburg County, South Carolina. Mary Black Foundation has two major focus areas: active living and healthy eating; and early childhood.

Mrs. Dunleavy serves on the boards of numerous institutions and organizations, including Spartanburg Regional Healthcare System, Spartanburg Academic Movement and BB&T Advisory Board. She has participated in both Leadership Spartanburg and Leadership South Carolina.

Mrs. Dunleavy has also received numerous awards over the years, including the Neville Holcombe Distinguished Citizenship Award from the Spartanburg Area Chamber of Commerce, the South Carolina Woman of Accomplishment Award from the Spartanburg Business & Professional Women's Club, the Al Willis Award from the Spartanburg Development Association, The Order of the Palmetto presented by Governor Nikki Haley, the Mary Mildred Sullivan Award from Converse College and Humanitarian of the Year from Urban League of the Upstate.



### Kathleen Brady

University of South Carolina Upstate  
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The University of South Carolina Upstate Metropolitan Studies Institute's (MSI) mission is to support research efforts between USC Upstate and the community that enhance relationships, promote the reciprocal flow of information and ideas, and increase the strategic use of the university's scholarship and outreach capabilities. Dr. Kathleen Brady, vice chancellor for Community-Based Research, Engagement and Planning, manages selected community-based research and assessment projects, most notably the Spartanburg Community Indicators Project. In addition, she produces various translational research studies throughout the Upstate, including public health studies, economic impact studies, program evaluation studies and human subjects research.

Dr. Brady has extensive experience in the public and nonprofit sectors. She holds a bachelor's from Furman University, a master's from Clemson University and a PhD in public health from the University of South Carolina Arnold School of Public Health.



### Samantha Campbell

Way to Wellville Spartanburg  
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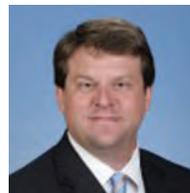
Samantha Campbell is the Neighborhood Engagement Coordinator for Spartanburg's Way to Wellville. With a background in public health and community-based work, Samantha is happy to be part of Way to Wellville's work to create positive change in Spartanburg's most underserved communities. The large focus of Samantha's work involves encouraging neighborhood engagement through the organized process of neighborhood listening campaigns.



### Jennifer MacPhail

Mary Black Foundation  
JMacPhail@SpartanburgWellville.com

Jennifer MacPhail is the director of Community Health Projects for Spartanburg's Way to Wellville/Mary Black Foundation. In that role, Jennifer coordinates Wellville efforts in Spartanburg's five focus areas and works with each of the five local committees, the Spartanburg Wellville Core Team, the Spartanburg Wellville Communications Team and other external partners related to local and national Wellville initiatives. She is an attorney by profession and spent 10 years practicing business litigation in Minneapolis, Minnesota, before relocating to Spartanburg in late 2014.



### Chris Story

City of Spartanburg, SC  
cstory@cityofspartanburg.org

Assistant City Manager of Spartanburg since 2009, Chris Story is responsible for the city's financial management, economic development and planning.

# Participants

## OUR SPECIAL GUESTS

If there's one thing we know, it's that we don't know it all. That's why we're pretty relentless about introducing ourselves to people and organizations with expertise beyond ours. And when we find someone doing work and gaining knowledge we think a good fit for the work our communities are doing, we try to make an introduction and nurture a fruitful relationship. This year's guests were invited because they bring knowledge and experience relevant to this year's topics.



### DeDe Priest

Feeding America  
priestdede@gmail.com

DeDe Priest is a foodie at heart and seeks to ensure food is enjoyed by all. DeDe has deep food experience, with a career that has included senior executive leadership positions in consumer packaged goods, manufacturing and retail. Recently retired from Walmart after nearly 13 years, she led every part of the food business while serving as a general merchandise manager. Today, she leverages her leadership and passionately serves as a board member for Feeding America and community work focused on poverty. DeDe resides in Rogers, Arkansas, and has a beautiful 8-year-old English cream retriever, Daisy.



### Will Dow

University of California, Berkeley  
wdow@berkeley.edu

William H. Dow is Kaiser Permanente Professor of Health Economics at the University of California–Berkeley's School of Public Health. He directs the UC-Berkeley Center on the Economics and Demography of Aging (CEDA), is a research associate at the National Bureau of Economic Research, and previously served as senior economist at the White House Council of Economic Advisers. He received his PhD in economics from Yale University. Will's research analyzes economic aspects of health insurance, health behaviors and health and demographic outcomes.



### Alyssa Koomas

ChildObesity180 at Tufts University  
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Alyssa Koomas is a senior project manager for Healthy Kids Out of School (HKOS), an initiative of ChildObesity180 at Tufts University that promotes healthy environments for children in out-of-school-time programs. Alyssa managed a three-year regional pilot program of

the HKOS initiative in New England, engaging leaders and volunteers from six out-of-school-time organizations that reach over 300,000 children. She currently coleads the effort to expand the initiative nationally, targeting millions of children. Alyssa is a registered dietitian with a master's in Food Policy and Applied Nutrition, as well as a master's in Public Health, both from Tufts University. She earned a bachelor's in Environmental Science from UC Berkeley and completed her dietetic internship through Simmons College. Prior to joining ChildObesity180, Alyssa worked in community-based participatory research and public health nutrition programming.



### Amy Knapp

Indigo  
amyknapp@gmail.com

Amy Knapp describes herself as “an independent health care agitator”, keen to find pathways to health and well-being outside of what is classically called healthcare. She recently has focused on working with early stage companies who want to position their innovation with health plans and has co-founded Indigo, a digital platform to help older adults find work for a purposeful retirement. Amy's corporate career was at United Health Group with profit and loss responsibility for various business units as large as \$15 billion in annual revenue. Amy serves on many healthcare-related boards of directors including: Mt. Sinai Medical Center (1,000 bed teaching hospital in Miami Beach); Affinity Health Plan (a Medicaid health plan in the Bronx); Myomo (a myoelectric upper extremity device company in Cambridge, Massachusetts) and Voxiva (a text based digital health and wellness company in Washington, DC).



### Lou Cox

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Louis D. Cox, PhD, is a licensed clinical psychologist who has been practicing for 50 years. One of his areas of expertise is high performance team development. Dr. Cox has consulted with different types of teams, including executive teams, management teams, musical bands and community organizing teams, around developing and maintaining high-performance strategies. He has developed simple but effective feedback formats for teams that allow them to keep a strong connection to the team's collective skills, intelligence and creativity and to circumvent the barriers to maintaining authentic team communication. This results in sustained high performance. Clients have included the Disney Corporation, AT&T, American Airlines, Sony Corporation, International Creative Management, Big Foote, and numerous successful rock-and-roll bands, including Aerosmith, REM and BonJovi.

# Participants

## THE WELLVILLE NATIONAL TEAM



**Esther Dyson**

Wellville  
edyson@edventure.com

Esther Dyson (@edyson) is executive founder of the Way to Wellville. Formerly, she was a tech industry commentator, through her monthly newsletter

Release 1.0 (1982–2007). She is also an active angel investor, with investments including Citymart, Meetup, Omada Health, ProofPilot and Wellpass.

Her mission through Wellville is to show that investing in and implementing evidence-based approaches to health and resilience at scale can have dramatically positive effects on a community's overall health and its economic vitality. She hopes to see the five Wellville communities serve as a role model and inspiration to the rest of the country.



**Rick Brush**

Wellville  
Rick@hiccup.co

Rick Brush is CEO of Wellville, a 10-year initiative founded by angel investor Esther Dyson to improve health

and financial outcomes in five U.S. communities. In addition to overseeing the national project, Rick leads the Wellville effort in North Hartford, Connecticut, where he leads a collaborative of residents, organizations, government and investors focused on achieving better health, well-being and value of investment. Previously, Rick was a senior consultant at ReThink Health and a coach to innovative regional health partnerships around the U.S. He is the founder and CEO of Collective Health, which developed the Health Impact Bond, a pay-for-success financing model. Before turning entrepreneur, Rick spent nearly a decade at the health insurer Cigna, where he was chief strategy and marketing officer for the national employer segment and launched the company's Communities of Health venture, focused on the social determinants of health. Prior to that, Rick was a corporate strategist at Ford Credit, Bank One and KPMG. Rick graduated from the University of Massachusetts, Amherst, and lives with his wife and two children in Simsbury, Connecticut.



**Marvin Avilez**

Wellville  
Marvin@hiccup.co

Founder and CEO of VisualOps, Marvin is a serial entrepreneur, operations expert and consultant in the development of numerous startups. He was

COO at Social Amp and IN2, and led new media and product roles at Oracle, Apple and Macromedia. A former U.S. Marines sergeant, Marvin is an active volunteer for a number of organizations, including Team Rubicon, which unites the skills and experiences of military veterans with first responders to rapidly deploy emergency response teams.



**Marya Stark**

Wellville  
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Marya is a social entrepreneur in leadership development and impact investing. She was the founding executive director of Emerge America, a national training

program for progressive women in politics with hundreds of alumnae who run for public office at the federal, state and local levels every election cycle. Marya is also a founder of the Angel Fund, a women's angel investing group in the San Francisco Bay Area. She holds a finance degree from UC Berkeley and a master's in applied statistics from Georgetown University.



**Jeff Doemland**

Wellville  
Jeff@hiccup.co

Maybe as I get older, I don't need as much to be happy. Or maybe I'm lucky to be doing things that make me happy. Either way, Wellville is the ideal

outlet for talents I guess I've been honing all along. It's not so different, really, than helping college freshmen plumb thoughts worthy of the effort to express them clearly (which I've done). Or helping businesses large and small carve out a unique position in usually crowded markets (done that, too). Or gently guiding one's own children toward the lives they have yet to recognize as their own best (still working on this one). Wellville for me grew out of work begun at Cigna, where Rick Brush and I led an in-situ exploration of the social determinants of health. I still think of how uncomfortable leadership was embracing what was to them a new truth. Uncomfortable but game. And years from now, when I look back on Wellville, I know what I'll remember most will be the intrepid souls who believed enough in themselves to forge on when the way was not always clear and their goals seemed to recede before them.

# Agenda

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All activities are at the Holiday Inn Express, unless otherwise indicated. See maps on page 13.

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## MONDAY, APRIL 17

6 – 8 p.m.      *Riverview Room*      DINNER

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## TUESDAY, APRIL 18

6:30 – 9 a.m.      *Breakfast Room*      BREAKFAST BUFFET

9 – 10:15 a.m.      *Riverview Room*      WELCOME & OBJECTIVES  
W5 PRELUDE Each team describes one serious, broad-scale initiative with paid and accountable staff; a budget and funding for that budget; and clear, measurable outcomes over time—to be launched (or advanced) in 2017.

10:15 – 11:15 a.m.      *Riverview Room*      GOVERNANCE/TEAM PRESENTATION AND PANEL

11:15 – 11:30 a.m.      *Riverview Room*  
*Foyer*      BREAK (refreshments)

11:30 a.m.–  
12:20 p.m.      *Breakout rooms*      TEAM TIME #1  
Wellville Communities begin drafting a comprehensive implementation plan to launch/advance a project supported with sustainable funding and dedicated (and accountable) staff.  
*Breakout room assignments:*  
Clatsop County: Riverview Room  
Lake County: Riverview Room  
Muskegon County: Suite 1  
North Hartford: Suite 2  
Spartanburg: Suite 3

12:20 – 1 p.m.      BUS TO PROVIDENCE SEASIDE HOSPITAL

1 – 2:30 p.m.      *Providence*  
*Seaside Hospital*      LUNCH “Wellness Bowls”  
PRESENTATION “Providence Seaside’s program to make food healthy for employees and patients”  
PANEL DISCUSSION “Food Systems and Obesity/Diabetes”

2:30 – 3:30 p.m.      *Providence*  
*Seaside Hospital*  
*Breakout rooms*      TEAM TIME #2

3:30 – 4:15 p.m.      BUS TO ASTORIA/HOLIDAY INN EXPRESS

4:15 – 5 p.m.      PERSONAL TIME Do email, call home, take a walk, etc.

5 – 5:45 p.m.      *Riverview Room*      PLENARY SESSION Panel discussion on W5 Food-focused initiatives

5:45 – 8 p.m.      *Bridgewater Bistro*      DINNER Includes short talk by owner & executive chef: “Creating a sustainable farm-to-table business model!”

# Agenda

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All activities are at the Holiday Inn Express, unless otherwise indicated. See maps on page 13.

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## WEDNESDAY, APRIL 19

6:30 – 9 a.m.	<i>Breakfast Room</i>	BREAKFAST BUFFET
9 – 10:45 a.m.	<i>Riverview Room</i>	PRESENTATION “The Clatsop Economic Development Story” PANEL “Economic Development/Early Childhood Development” WORLD CAFÉ
10:45 – 11:15 a.m.		TROLLEY AND WALK TO ASTORIA ARMORY
11:15 a.m. – Noon	<i>Astoria Armory</i>	ARMORY TOUR & PRESENTATION Downtown walking tour (ending at Baked Alaska Annex)
Noon – 1 p.m.	<i>Baked Alaska Annex</i>	“POP-UP” LUNCH
1:30 – 2:45 p.m.	<i>Liberty Theater</i>	MOVIE SCREENING <i>Resilience: the Biology of Stress and the Science of Hope</i>
2:45 – 3:45 p.m.	<i>Liberty Theater</i>	PANEL DISCUSSION “Financing Innovations” WORLD CAFÉ
3:45 – 4:15 p.m.	<i>12th St. trolley stop</i>	TROLLEY TO HOLIDAY INN EXPRESS
4:15 – 5:15 p.m.	<i>Breakout rooms</i>	TEAM TIME #3
5:15 p.m.		BUS TO WARRENTON
6 – 7:30 p.m.	<i>Warrenton Community Center</i>	DINNER “Crab Feed”
7:30 p.m.		BUS RETURNS TO HOLIDAY INN EXPRESS

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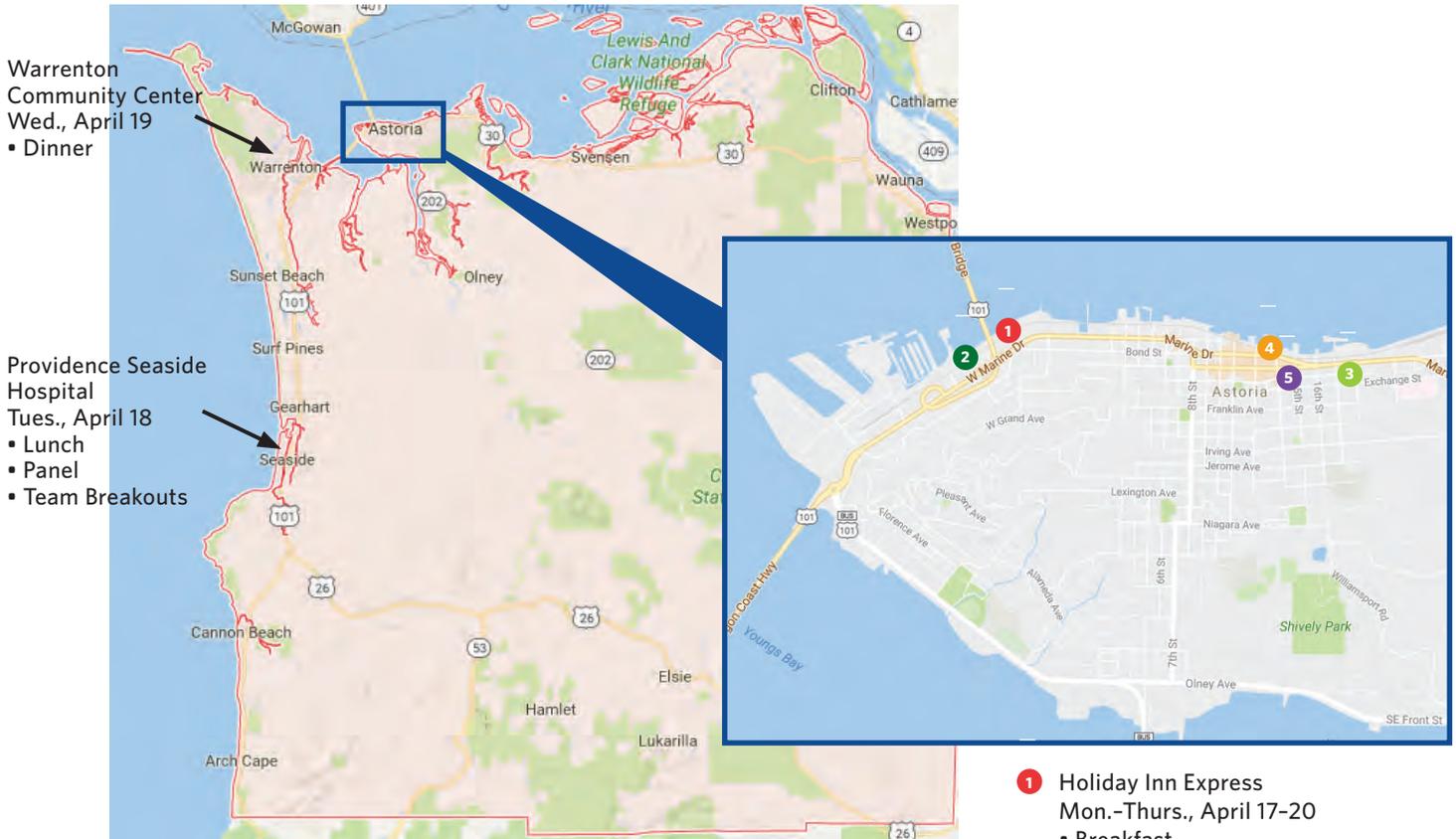
## THURSDAY, APRIL 20

Note: Noon checkout; stow bags with front desk or in Riverview Room.

6:30 – 9 a.m.	<i>Breakfast Room</i>	BREAKFAST BUFFET
9 – 10:30 a.m.	<i>Riverview Room</i>	FIRESIDE CHAT “Trauma-informed Places” WORLD CAFE
10:30 a.m. – 12:30 p.m.	<i>Breakout rooms</i>	TEAM TIME #4
12:30 – 2 p.m.	<i>Riverview Room</i>	LUNCH W5 PRESENTATIONS
2:30 p.m.		SHUTTLE DEPARTS FOR COURTYARD PORTLAND AIRPORT

# Conference Details

## Maps of Clatsop County and Astoria



# Conference Details

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## OUR SUBJECT MATTER IN A NUTSHELL

### GOVERNANCE

**Presentation** Dr. Lou Cox will share key learnings from decades of working with teams—from corporate leaders to community organizations to rock-and-roll bands—fostering the kind of “conscious conversations” that are prerequisite to effective governance.

**Panel** The panel will focus on the importance of sound governance structure and culture—and how to achieve them. It has been almost three years since the initial Wellville communities were selected, and the conditions the communities are working under and are dealing with have changed. In some cases the people in charge have changed; more and more outside resources are expressing interest in working with the local Wellville teams; and payors, providers and governments continue to shift priorities. Meanwhile, among the groups “doing Wellville work,” policies and procedures for making and acting on decisions haven’t always kept pace with these changing conditions. In some cases, the Wellville groups are operating out of habit rather than clear consensus or intent. This panel will introduce our Wellville communities to people with substantial governance experience, as well as experience helping teams operate at the top of their game.

### FOOD SYSTEMS AND OBESITY/DIABETES

**Presentation** Kathy Isom will tell us about how Providence Seaside Hospital decided to make quality and nutrition a priority for the food it serves to both its patients and its employees.

**Panel** We all know that obesity and diabetes are among the most pervasive and troubling of health problems, and not just because their treatment and prevention are complicated. They also reflect social conditions that are sometimes difficult even to talk about, let alone address. In this panel, we’ll explore how obesity and diabetes are often connected to the social systems of our lives. How can we ask individuals facing significant socioeconomic challenges—who suffer disproportionately from obesity and diabetes—to eat more nutrient-rich foods, when access to those foods is so often denied to them—whether by culture, price, convenience or location?

## FOOD IN WELLVILLE

**Panel** In the Wellville communities (and beyond), there’s a growing movement to rethink the role of food in our lives. We know that in many places access to nutritious food is limited, if not absent. It’s one thing to know there are food deserts—or swamps of abundant but unhealthy food. It’s another to build a network of local resources that can turn “deserts” to “gardens.” During this panel we’ll learn what three Wellville teams are doing in their communities to address gaps in access to and demand for nutritious food.

## ECONOMIC DEVELOPMENT/ EARLY CHILDHOOD DEVELOPMENT

**Presentation** Kevin Leahy will share the story of Astoria’s resurgence. Now downtown is a bustling commercial district, but until recently that was not the case. He’ll tell us what it took to breathe new life into an old city.

**Panel** Clatsop County is unique among the five Wellville communities in connecting early childhood development and economic development—two essential drivers of overall community viability. The panel will explore how to leverage those drivers and how a community can determine if its efforts are making the intended impact.

## SUSTAINABLE FINANCING INNOVATIONS FOR EARLY CHILDHOOD PROGRAMS

**Panel** This panel will follow the screening of the movie *Resilience: the Biology of Stress and the Science of Hope*. We will ask fundamental questions about where and how innovative financing is viable. Can it create conditions under which programs that cultivate innate capacities for resilience can thrive?

**World Café** A group dialogue on the topics of finance and resilience.

# Conference Details

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## **TEAM TIME**

In a pre-event survey, we asked the Wellville 5 to help us understand what they most want out of their time at the Gathering. There was general agreement that they want to have time to meet among themselves, to “debrief” what they are learning, and to prepare for making something practical and useful of it once back home in their communities. We responded with a request: Come to Clatsop County prepared to roll up your sleeves on “...one serious, broad-scale initiative with paid and accountable staff; a budget and funding for that budget; and clear, measurable outcomes over time” to be launched (or advanced) in 2017. So, during four blocks of time during the Gathering, the Wellville 5 will huddle to do just that, with an informal and friendly presentation of their output at the Gathering’s closing lunch on Thursday.

## **ABOUT THE FOOD WE’VE SELECTED**

Even just glancing at the agenda for our Gathering, you will see that we think food is critical to health and well-being. Fortunately, this same belief is beginning to shape the national food landscape. You can’t tell the story of Astoria’s remarkable economic turnaround without noting the role food has played. So, we had plenty of excellent food purveyors from which to choose. We chose those who proposed menus that favored local ingredients, emphasized the healthy and nutritious, and presented food that celebrates flavor. We also took our cues from the locals, who know their regional specialties and are eager to show them off. We had a lot of fun working with our food purveyors; many thanks to them and to Astorians (and Wellvillers) Sydney Van Dusen and Paulette McCoy for being our guides to the local food scene. We hope you enjoy.

## **CONTACT INFORMATION**

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