



Leadership in Action:
Policymakers Addressing Obesity Through
Collaboration and Policy Change

December 1, 2009

Agenda and Speaker Bios

- 2:00 pm EST Welcome and Introductions
Brent Ghan, Missouri School Boards Association
- 2:05 Leadership for Healthy Communities Action Strategies Toolkit
Maya Rockeymoore, Leadership for Healthy Communities
- 2:15 Joint Use Agreements
Robert Ogilvie, Planning for Healthy Places
Karla Hampton, National Policy & Legal Analysis Network to Prevent Childhood Obesity
Ken Testa, Merced City School District (Merced, CA)
- 2:50 Safe Routes to School
Margo Pedroso, Safe Routes to School National Partnership
Rob Krupicka, Alexandria City Council (Alexandria, VA)
- 3:25 Panel Discussion, Q&A
All panelists plus Carmen Pineyro, Freeport Union Free School District (Freeport, NY)
- 3:55 Conclusions and Wrap Up

Speaker Bios



Karla Hampton, JD

Staff Attorney, National Policy & Legal Analysis Network to Prevent Childhood Obesity

Karla Hampton is an attorney with the National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN), working on policies that increase advocates, policymakers, and communities' capacity to provide healthy eating and active living opportunities for children. With a focus on the school environment, she conducts workshops on community use of school facilities through joint use agreements. She also develops resources and trainings that assist schools with implementing healthier vending programs, restricting junk food advertising on school campuses and providing students with safe, palatable drinking water. Prior to joining NPLAN, she worked at the U.S. Department of Health & Human Services (HHS) Office of Counsel to the Inspector General, representing HHS in administrative and civil fraud enforcement actions. She also was an Equal Justice Works Fellow at the Legal Aid Society of the District of Columbia, specializing in access to health care for underserved communities. She is a graduate of California State University, Long Beach and the UC Berkeley School of Law.



Rob Krupicka

Councilmember, City of Alexandria, Virginia

First elected to Council in 2003, Rob has focused on quality public schools and increased access to preschool, making Alexandria a leader in environmental and climate change solutions, and promoting long-term, creative solutions to local and regional transportation challenges.

Rob presently works for the Partnership for America's Economic Success at the Pew Charitable Trusts where he works with business leaders around the country to promote quality early childhood programs that have a positive impact on the economy of the United States. In 2009, Rob was appointed by Governor Tim Kaine to the Virginia State Board of Education. Rob's other statewide roles include Chair of the Virginia Safe Routes to School Network, Chair of Governor Kaine's School Readiness Task Force and as a member of the Virginia Municipal League's Transportation Committee. He is also active in a number of community organizations, local, state, and regional boards.



Robert S. Ogilvie, Ph.D.

Program Director, Planning for Healthy Places

Robert Ogilvie directs PHLP's Planning for Healthy Places program. Over the past 15 years he has worked extensively in community development and planning to help improve low- and middle-income neighborhoods. Prior to joining PHLP, he served as a faculty member in the Department of City and Regional Planning at the University of California at Berkeley, as a consultant to city and county governments, nonprofit organizations, and neighborhood activists, and as

Director of Volunteers at the Partnership for the Homeless in New York City. He is the author of *Voluntarism, Community Life, and the American Ethic* (Indiana University Press, 2004), an examination of why people volunteer and how local organizations create community. Robert holds a PhD in political science from Columbia University and is a graduate of Queen's University in Kingston, Ontario, and the University of South Carolina.



Margo S. Pedroso

Deputy Director, Safe Routes to School National Partnership

Margo Pedroso serves as the Deputy Director for the Safe Routes to School National Partnership. In this role, she manages government relations, grassroots lobbying, policy research and analysis to advance the SRTS national movement, and assists the Director with partner outreach, fundraising, and strategic planning. Prior to joining the SRTS National Partnership, Margo spearheaded public policy and advocacy for MENTOR/National Mentoring Partnership, working on federal funding and policies for youth mentoring. She has also held positions with the federal Institute of Museum and Library Services and the U.S. House of Representatives Committee on Education and the Workforce, focused on government relations and education policy. In total, she has over thirteen years of experience handling appropriations and policy issues, focusing particularly on priorities that will improve the lives of children.



Carmen J. Piñeyro

Chair, NSBA Peer Leaders Committee

Trustee, Freeport Board of Education

Deputy Mayor Designee, Incorporated Village of Freeport

Carmen J. Piñeyro has been a member of the Freeport Board of Education (Freeport, NY) since 2002, and was the first Latin-American female elected as a trustee in that district. She is a member of the Board of Directors for the Hi-Hello Child Care Center, as well as numerous committees of the Freeport Board of Education. She serves as the Secretary of the National Hispanic Caucus of School Board Members, and is a Co-Chair and spokesperson for the National School Boards Association's work through Leadership for Healthy Communities, a national program of the Robert Wood Johnson Foundation.

Ms. Piñeyro has been recipient of many awards, including the Master of Boardmanship Award, New York State School Board Association, 2006; the Women Trailblazer of the New Millennium Award, Nassau County Legislator District 5, 2004; the Dominican Consulate Services Award, Embassy of the Dominican Republic, 2003; and the Newsday Women's History Month Recipient, 2003.

Ms. Piñeyro received a BA in Political Science and Spanish from Loyola College in Maryland, as well as a post Graduate Certificate in Paralegal Studies and Micro and Macro Economics from Hofstra University (1998-1999, 2002). She lives in Freeport with her husband, Dr. Walter E. Mendoza, and their daughter, Julia del Carmen.



Maya Rockeymoore, Ph.D.

Director, Leadership for Healthy Communities

Dr. Maya Rockeymoore is Director of Leadership for Healthy Communities—a national program of the Robert Wood Johnson Foundation—and *President and CEO* of Global Policy Solutions, a social change strategy firm based in Washington, DC. Formerly, the *Vice President of Research and Programs* at the Congressional Black Caucus Foundation (CBCF), Dr. Rockeymoore also served as a *Senior Resident Scholar for Health and Income Security* at the National Urban League Institute for Opportunity and Equality, *Chief Of Staff* to Congressman Charles Rangel, Professional Staff on the House Ways and Means Committee and as a CBCF Legislative Fellow in the office of Congressman Melvin Watt. She is the author of *The Political Action Handbook: A How to Guide for the Hip-Hop Generation* and co-editor of *Strengthening Community: Social Insurance in a Diverse America*. Dr. Rockeymoore was named an Aspen Institute Henry Crown Fellow in 2004.



Ken C. Testa, Ed.D.

Director of Special Education and Pupil Services, Merced City School District

Dr. Ken Testa serves as the Director of Special Education and Pupil Services for the Merced City School District (MCSD), located in Merced, California, in the Central San Joaquin Valley. MCSD serves approximately 11,000 K-8 students and operates eighteen schools. During the past three years, Dr. Testa was responsible for the development of relationships with the City of Merced as Chief Facilities Officer. He continues in the capacity of serving students and the community from his newly appointed role. His motto “If it isn’t special, it isn’t education”, and passion is aimed at supporting all students, our communities, and bringing cohesiveness in serving the needs of community members. Dr. Testa’s doctoral dissertation (completed in 2000) sought out those best practices in developing joint-use facility agreements between public school districts in California and their community entity partners.