BUILDING HEALTHY AND THRIVING COMMUNITIES CONFERENCE

Bringing together national, state and local leaders across the health, community development, finance, philanthropy and social services sectors

TUESDAY, DECEMBER 5, 2017
8:30 A.M. TO 2:30 P.M.
INTERCONTINENTAL MIAMI

PRESENTED BY:
A SPECIAL THANK YOU TO OUR SPONSORS FOR THEIR GENEROSITY AND SUPPORT:

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The creation of this event was also supported by grant funding from the County Health Rankings & Roadmaps program, a collaboration between the Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute to measure the progress of building a Culture of Health. The annual County Health Rankings demonstrate how health is influenced by where we live, learn, work and play, and can be used as a starting point for change in communities.

>> Learn more at countyhealthrankings.org
A key step in creating a successful event begins by forming a great team of community partners, and we did. Thank you to the following individuals and their organizations who are committed to bringing the mission of the national Build Healthy Places Network to South Florida, which serves to catalyze and support collaboration across the health and community development sectors working to improve low-income communities and the lives of people living in them.

**Building Healthy and Thriving Communities Conference Planning Committee**
Thank you to committee members: Gretchen Beesing, LCSW, CEO, Catalyst Miami; Shekeria Brown, AICP, Executive Director, South Florida Community Development Coalition; Shari Gantman, Vice President of Communications, Health Foundation of South Florida; Susan Jacobs, Program Manager, South Florida Community Development Coalition; Roderick King, MD, MPH, CEO, Florida Institute for Health Innovation and MD/MPH Director and Assistant Dean for Public Health Education, University of Miami Miller School of Medicine; Danielle Lewald, Project Consultant, Florida Institute for Health Innovation; Arden Shank, President and CEO, Neighborhood Housing Services of South Florida and Janisse Schoepp, PhD, Associate Vice President, Program, Policy and Special Initiatives, Health Foundation of South Florida.

**The Florida Institute for Health Innovation (FIHI)**
FIHI’s mission is creating healthy and sustainable communities by championing innovative public health policy and cross-sector collaboration. A nonprofit public health institute, FIHI facilitates data-driven, results-based collaborative action; conducts community-focused research and evaluation, and provides impartial analysis of policy health impacts.

>>Learn more at flhealthinnovation.org

**Health Foundation of South Florida**
Health Foundation of South Florida exists for charitable, scientific and educational purposes to advance the health and well-being of the people of Broward, Miami-Dade and Monroe Counties. The Foundation’s grantmaking approach facilitates and supports efforts at the neighborhood, county and regional levels to improve the health status of underserved individuals and families.

>>Learn more at hfsf.org

**South Florida Community Development Coalition (SFCDC)**
SFCDC’s mission is to expand the capacity of the community development field to develop affordable housing and economic opportunities for low and moderate income individuals while promoting collaborative, inclusive policy and practice to invest in people, neighborhoods and social capital throughout Miami-Dade County. We fulfill our mission through 1) capacity building and training 2) policy research and education and 3) facilitating partnerships.

>>Learn more at southfloridacdc.org

**Catalyst Miami**
Catalyst Miami believes everyone deserves a healthy and financially secure life. Currently, two in three families in Miami don’t have enough savings to weather a financial emergency of any kind. For over 20 years, Catalyst Miami has committed to empowering residents to build better futures by providing family economic security programs, developing leadership and civic engagement, and building coalitions to address poverty.

>>Learn more at catalystmiami.org

**Neighborhood Housing Services of South Florida (NHSSF)**
NHSSF’s mission is to collaborate with residents and other stakeholders to stabilize neighborhoods and develop sustainable housing. For nearly 40 years NHSSF has worked to strengthen communities in Miami-Dade and Broward Counties by empowering individuals, creating affordable housing opportunities, and revitalizing neighborhoods in South Florida.

>>Learn more at nhssf.org

**Federal Reserve Bank of Atlanta**
The Community and Economic Development (CED) program of the Atlanta Federal Reserve works to activate financial, human, and social capital to foster the conditions that facilitate economic growth in the Southeast. Through action-oriented research, conferences, and expanding networks on these topics and others, the Atlanta Federal Reserve aims to be a valuable resource to help foster economic growth and opportunity in low and moderate-income communities.

>>Learn more at frbatlanta.org/community-development
BUILDING HEALTHY AND THRIVING COMMUNITIES
CONFERENCE AGENDA

Tuesday, December 5, 2017

Objectives
- Gain a deeper understanding of the link between community development, health and finance
- Learn innovative approaches to improve community health and how to overcome challenges through examples of successful models nationwide
- Strengthen relationships with multi-sector partners and collaborate and learn to identify priority areas for aligned actions in South Florida

8:00-8:30 a.m.
Registration

8:30-8:45 a.m.
Welcome
- Todd Greene, Vice President, Federal Reserve Bank of Atlanta
- Roderick King, MD, MPH, CEO, Florida Institute for Health Innovation and MD/MPH Director and Assistant Dean for Public Health Education, University of Miami Miller School of Medicine
- Steven Marcus, EdD, President and CEO, Health Foundation of South Florida

8:45-9:30 a.m.
Opening Address: The Intersection of Health, Community Development and Finance
- David Erickson, PhD, Director, Community Development, Federal Reserve Bank of San Francisco
- Douglas Jutte, MD, MPH, Executive Director, Building Healthy Places Network

9:30-10:30 a.m.
Role of Anchor Institutions in Building Community Wealth
- Sameera Fazili, Senior Community and Economic Development Visiting Advisor, Federal Reserve Bank of Atlanta
- Jessica Rose, Chief Financial Officer and Director, Employee Ownership Programs, Democracy Collaborative
- Charles Rutheiser, PhD, Senior Associate, Annie E. Casey Foundation
- Winston Wong, MD, Medical Director, Community Benefit, Kaiser Permanente

Moderator: Janisse Schoepp, PhD, Associate Vice President, Program, Policy and Special Initiatives, Health Foundation of South Florida

Audience Q&A
Anchor institutions, such as hospitals and universities, are rooted in their local communities by mission, invested capital, or relationships to customers, employees and vendors. They serve as an economic (and at times social and cultural) center for a local region, and have a significant stake in what happens in their surrounding communities. An anchor shapes the economic landscape and viability of a city and its region as a major employer, local purchaser, investor and powerful stakeholder in community-development efforts. Because they are unlikely to relocate, anchors have, at least in principle, an economic self-interest in helping ensure that the communities in which they are based are safe, vibrant and healthy. Anchors can leverage assets through such means as designing intentionally local job strategies, providing relevant training in growing industries, procuring local businesses and preparing entrepreneurs to effectively compete for contract, reviving local housing markets and strengthening local schools. As major economic drivers, anchor institutions are key to building community health and wealth.

Learning Objectives:

- Highlight emerging opportunities for collaborations between the healthcare, community development, and finance sector
- Summarize the role anchor institutions play in building community wealth
- Identify innovative strategies for leveraging health system resources to benefit surrounding communities
- Learn how a health system is aligning its community benefit strategies to better address social determinants of health
- Learn how funders are working with anchor institutions to create healthier, more equitable, and economically vibrant places to live and work

10:30-10:50 a.m.

Networking Break

10:50-11:40 a.m.

Housing-Public Health Partnerships: Designing for Health

- Krista Egger, Director, Initiatives, Enterprise Community Partners, Inc.
- Martin Johnson, President and CEO of Isles, Inc.
- Kevin Moore, Vice President of Policy, UnitedHealthcare Community & State

Moderator: Shekeria Brown, AICP, Executive Director, South Florida Community Development Coalition

Audience Q&A

“Housing is the best medicine” is a phrase coined to highlight the impact of housing on one’s health. Of the many social determinants of health, access to safe and quality housing that one can afford has been noted as one of the most impactful determinants because housing is often seen as the foundation. There is growing awareness among the health and affordable housing sectors that by working together, healthier and mutually beneficial outcomes can be achieved.

This new collaborative effort has led to shifts in policy and program design. Panelists will discuss how the partnership between CDCs, public health professionals, healthcare professionals and community members can lead to affordable housing development tailored to the health needs of the community it will serve. Panelists will also highlight how the successes of using an evidence-based approach to integrating health and housing is opening new doors and bringing additional partners and opportunities to the table for increased adoption of this methodology.

Learning Objectives:

- Learn how to integrate health into the design of affordable housing developments and programming
- Highlight how affordable housing developers can partner with public health professionals
- Learn how to collect and analyze data to understand how it can influence design
- Learn how to embed health into site design and operation
11:40 a.m.–12:40 p.m.

**Education as a Pillar of Economic Development**

- Michael Finney, President and CEO, The Miami-Dade Beacon Council
- Pamela Hollingsworth, MEd, Senior Vice President, Office of Strategic Initiatives, Engagement and Program Development, Early Learning Coalition of Miami-Dade/Monroe
- Lisa Martinez, MEd, Chief Strategy Officer, Office of the Superintendent, Miami-Dade County Public Schools
- Lenore Rodicio, PhD, Executive Vice President and Provost, Miami-Dade College

**Moderator:** Luther Brewster, PhD, Chief, Division of Policy, Research & Community Development, Florida International University Herbert Wertheim College of Medicine

**Audience Q&A**

How communities invest in learning and skills development is a key factor to consider when building an infrastructure that supports healthy communities, businesses, and overall quality of life. There is growing consensus that increasing educational attainment increases economic prosperity, highlighting the need to make investments in workforce and talent development, especially investments that are in line with economic development priorities. Prioritizing education simply places communities that do so in a more competitive position for economic development. A strong educational infrastructure starting in early childhood, results in a healthier economy. So, in what ways can educational attainment drive economic growth? And, what does that mean for talent and economic development strategies at a regional and community level?

**Learning Objectives:**

- Realize the importance of making an investment in early childhood education as a cost-effective strategy for promoting economic growth
- Learn about the value of educational attainment in building a strong economy and a healthy South Florida
- Understand the region’s capacity of education and training providers to develop a talent pool that aligns with the target industries and local economic development goals
- Identify potential new ways for collaboration between the education, economic development, and finance sector

12:40-1:10 p.m.

**Buffet Lunch**
1:10–2:00 p.m.

**Innovative Financial Tools to Support Healthy and Thriving Communities**

- Deborah Kasemeyer, Senior Vice President, Northern Trust Bank
- Tanya Ladha, Senior Manager, Center for Financial Services Innovation

**Moderator:** Todd Greene, Vice President, Federal Reserve Bank of Atlanta

**Audience Q&A**

Financial health and physical well-being are intrinsically linked. Deeper insights into how consumers’ financial lives are connected to physical health and behavior challenge our traditional ways of thinking about how to serve consumers and what we should expect from consumer behavior. During this session, we will learn about strategies and tools to help vulnerable communities gain financial capability, build assets and foster financial resiliency. A shared desire to build healthy and thriving communities offers opportunity for innovative collaborations between financial institutions, healthcare providers, human services, community-based organizations, community development corporations and more.

**Learning Objectives:**

- Gain a deeper understanding of the connection between financial health and physical well-being
- Learn about how creative financing leads to improved quality of life for low-wealth communities
- Learn strategies for building financial resilience in vulnerable communities
- Identify opportunities to address social and economic challenges through cross-sector partnerships

2:00–2:30 p.m.

**Closing Remarks and Thank You**

- Gretchen Beesing, LCSW, CEO, Catalyst Miami
- Roderick King, MD, MPH, CEO, Florida Institute for Health Innovation and MD/MPH Director and Assistant Dean for Public Health Education, University of Miami Miller School of Medicine
SPEAKER BIOS

Gretchen Beesing, LCSW is Chief Executive Officer at Catalyst Miami. A visionary leader, Beesing’s integration of Catalyst’s services into a solid program suite based on an effective and empowering financial coaching platform, offers asset-building strategies at each stage in their clients’ journey to prosperity. She effectively transitioned Catalyst from a financial literacy provider to a financial capability thought leader. Other accomplishments include conceiving and piloting Catalyst’s Miami Thrives executive leadership program for community development practitioners, the first in South Florida, in partnership with the University of Miami and the South Florida Community Development Coalition. Under Beesing’s leadership, Catalyst hosted Miami’s first Anti-Poverty Summit, attended by more than 200 service providers, activists and Miami-Dade County officials.

Krista Egger is Director of Initiatives at Enterprise Community Partners. With more than a decade of experience leading energy efficiency initiatives with affordable housing stakeholders, Egger manages Enterprise’s national Green Initiative. She led the technical development and public roll-out of the 2015 Enterprise Green Communities Criteria, provides strategic oversight for the Enterprise Green Communities Certification program, leads Enterprise’s Health Action Plan framework which pairs public health professionals with affordable housing development teams, and she manages the development and delivery of a suite of associated trainings, tools, grants, and initiatives.

David J. Erickson, PhD is Director of the Community Development Department at the Federal Reserve Bank of San Francisco. His areas of research include community development finance, affordable housing, economic development, and institutional changes that benefit low-income communities. Dr. Erickson has been a leader in the collaboration between the Federal Reserve and the Robert Wood Johnson Foundation in bringing the health sector together with community development. To date, this collaboration has resulted in 34 conferences and numerous publications including a cluster of articles in Health Affairs in November, 2011. His book on the history of community development, The Housing Policy Revolution: Networks and Neighborhoods, was published in 2009.

Sameera Fazili is a Senior Visiting Adviser to the Federal Reserve Bank of Atlanta’s community and economic development (CED) group specializing in economic mobility and inclusive growth issues. Fazili has spent her career working in domestic and international economic development, with a focus on access to finance, social enterprise, and economic inclusion. Prior to joining the Atlanta Federal Reserve, she served as a senior economic policy adviser at the White House’s National Economic Council and at the Treasury Department. At the White House she worked on retirement, consumer finance, and community and urban development, while at Treasury she worked on both domestic and international economic policy.

Michael A. Finney is the President and CEO of the Miami-Dade Beacon Council. The not-for-profit public-private organization focuses on job creation and economic growth. As President and CEO, Finney champions the County’s efforts to market Miami-Dade as a world class business destination, grow local companies and help shape the county’s economic future. He collaborates with key stakeholders, including Miami-Dade County, Career Source, the Miami-Dade Council of Chambers and private sector leaders throughout the community, to attract and retain businesses and the workforce needed to expand a growing and dynamic economy.

Pamela Hollingsworth, MEd, is Senior Vice President for the Office of Strategic Initiatives, Engagement and Program Development for the Early Learning Coalition of Miami-Dade/Monroe. As Director, Hollingsworth brought Quality Counts to national stature and continues to provide technical assistance and oversight to the project. In her current role, Hollingsworth is responsible for engaging local and national partners and has brought resources and a diverse array of innovative prevention and intervention programs to Miami that impact thousands of children and the significant adults in their lives. Strategically, her focus is identifying best practice trends and facilitating unique partnerships to promote early childhood success in an equitable manner. Most recently, Hollingsworth worked with Pulitzer Prize winning photographer, Carl Juste, and the Children’s Movement to create the transformative photo exhibit ‘Starting Ahead’ which chronicles and celebrates early childhood.
Martin Johnson is Founder and CEO of Isles, Inc., an urban sustainable development organization that fosters self-reliance and healthy neighborhoods. Nationally recognized as a model for innovative and effective nonprofit development, Isles has received awards from the U.S. EPA, the White House, the United Nations, and numerous other organizations. Johnson co-founded other development organizations and projects, including: New Jersey Community Capital, Housing and Community Development Network of NJ, Building One New Jersey and the Success Measures Project, a national effort to develop impact measures for community-building work.

Douglas Jutte, MD, MPH, is Executive Director of the Build Healthy Places Network, a national organization that catalyzes and supports collaboration across the sectors of community development, finance, and health. He has been a leader in the Federal Reserve and Robert Wood Johnson Foundation’s Healthy Communities Initiative, which has convened over 30 conferences across the country bringing together leaders from these sectors. A pediatrician, professor, and population health researcher at UC Berkeley’s School of Public Health, Dr. Jutte’s clinical work has been in low-income community clinics and as a hospitalist caring for newborn infants.

Deborah Kasemeyer is a Senior Vice President and Director of Community Development & Investments at Northern Trust Bank where she oversees the Bank’s community development capital deployment and an Impact Investment portfolio of over $850 million. An early adopter of innovative community finance structures, the Bank has developed expertise in Social Impact Bonds (SIB) also known as Pay for Success, having closed four transactions which are targeting issues such as quality Pre-K in Chicago, homeless in Denver and homeless and substance abuse in Salt Lake City. With 22 years of experience in community development at Northern Trust, Kasemeyer has also managed the Bank’s Community Reinvestment Act (CRA) program over that time where it has received nine consecutive Outstanding CRA ratings spanning 22 years of evaluation.

Roderick King, MD, MPH is the CEO of the Florida Institute for Health Innovation, Assistant Dean, Public Health Education and Director, MD/MPH Program for the University of Miami (UM) Miller School of Medicine, holds faculty appointments at the UM Miller School of Medicine, Department Public Health Sciences, and Massachusetts General Hospital Disparities Solutions Center. He recently served as the Chairman of the U.S. Department of Health and Human Services Advisory Committee on Minority Health and from 2010-2011, he served as the Senior Advisor to the Bureau of Primary Health Care, Health Resources and Services Administration. Dr. King’s academic consulting roles focus on minority health policy and improving the health of underserved communities, in particular through community organizing and collaborative leadership efforts designed to create aligned actions and measurable results. His cross-sector work with leaders to build healthier communities have made measurable improvements in health outcomes domestically and internationally.

Tanya Ladha is a Senior Manager at the Center for Financial Services Innovation (CFSI), working with a wide variety of financial services providers to identify, integrate and distribute high-quality products for the emerging consumer. With years of alternative financial services and cross sector experience, Ladha believes in the power of collaboration to improve consumer financial health. Prior to CFSI, Ladha worked at a high performing CDFI in Austin, Texas where she served as a small business lender. Working with banks, public and private sector organizations, and a variety of nonprofits, Ladha gained a deep understanding of nonprofit operations, financial analysis, and cross-sector portfolio management.

Steven E. Marcus, EdD serves as President and CEO of Health Foundation of South Florida. Dr. Marcus guides the Foundation’s path to impact through investments, informing policy and serving as a neutral convener of health leaders and stakeholders on a local, state and national level. Dr. Marcus is also shaping new Foundation initiatives, which includes grantmaking based on social determinants of health, with a primary focus on community development and economic prosperity programs for the underserved. Most recently, Dr. Marcus was honored with the Robert Wood Johnson Foundation/National Recreation and Park Association Award for Health Equity by the National Recreation and Park Association.
UnitedHealthcare is a division of UnitedHealth Group which directly assists the Superintendent of Schools, in creating, communicating, executing, and sustaining strategic initiatives district-wide. Responsibilities include leading the strategic planning process, implementing high priority initiatives, leading corporate/business development initiatives, and overseeing the achievement of objectives consistent with Miami-Dade County Public Schools’ strategic plan. In her previous position she joined Miami-Dade County Mayor’s senior staff as his Senior Advisor and subsequently was promoted to Chief of Staff. In 2002, she developed a non-profit organization, the Positive Partnerships Program, to target at-risk youth in Coconut Grove. During her tenure as City of Miami Mayor’s Director of Policy and Legislation, she established the first Education Compact with M-DCPS, Faith-Based and Community Based Initiatives, among other programs. She would later join M-DCPS’ Office of Intergovernmental Affairs and Grants, where she would manage the Race to the Top Program, a $73 million grant award.

Kevin Moore is the Vice President of Policy for Health and Human Services at UnitedHealthcare Community & State. UnitedHealthcare Community & State proudly serves nearly 6.4 million Medicaid members in 27 states, plus Washington D.C. UnitedHealthcare is a division of UnitedHealth Group which is a diversified health and well-being company with a mission to help people live healthier lives and help make the health system work better for everyone. As Vice President of Health and Human Services, Moore focuses on the development of sustainable interventions that improve the health of those served by identifying and addressing social, economic, workforce, transportation and nutritional barriers.

Jessica Rose is the Democracy Collaborative’s (TDC) Chief Financial Officer and Director of Employee Ownership Programs. In addition, she serves as a consultant and project lead in TDC’s advisory practice, oversees research and outreach related to employee ownership projects, and she also provides as needed business development support to the Evergreen Cooperatives. Rose’s primary areas of expertise include impact investing, organizational design, and business development, with a special emphasis on start-ups, social ventures, and small to medium sized enterprises.

Charles Rutheiser, PhD is a Senior Associate in the Annie E. Casey Foundation’s Center for Civic Sites and Community Change. He manages national grant portfolios focusing on anchor institutions, affordable housing and community development. Prior to working with Casey, Dr. Rutheiser directed the graduate program in applied anthropology at Georgia State University and taught cultural anthropology and urban studies at Johns Hopkins University, Bryn Mawr College and Western Michigan University. A former Fulbright and Inter-American Foundation fellow, Charles’ publications include two books, The Opportunity Makers: the first half-century of Sponsors for Educational Opportunity (2016) and Imagineering Atlanta: the politics of place in the city of dreams (1996) as well as numerous articles and reports on urbanization and social inequality in the United States and the Caribbean.

Winston Wong, MD serves as Medical Director, Community Benefit, National Program Office at Kaiser Permanente, and is responsible for developing partnerships with communities and organizations in advancing population management and evidence based medicine, with a particular focus on health disparities and vulnerable populations. Previous to Kaiser Permanente, Dr. Wong served as a Captain in the U.S. Public Health Service and was awarded an Outstanding Service Medal. In addition to playing various advisory roles with CMMS, NIH and the National Academy of Medicine, and most recently to DHHS as an advisor on minority health, Wong currently serves on Boards representing public hospitals and school based health centers addressing issues of access and quality for diverse populations.
MODERATOR BIOS

Luther Brewster, PhD joined Florida International University (FIU) as faculty in the Robert Stempel College of Public Health and Social Work in 2005, and in 2008, he became faculty at FIU Herbert Wertheim College of Medicine. As Founding Chief of the Division of Policy, Research and Community Development and the Community Director of Green Family Foundation NeighborhoodHELP™ (Health Education Learning Program), Dr. Brewster also oversees the development of a broad network of community partners and the recruitment and retention of households for the Green Family Foundation Medicine and Society community-based educational activities. He is also co-Founder of the FIU-Aetna Health Policy Analysis Academy, a joint venture with the Pardee RAND Graduate School to develop healthcare ‘value propositions’ for strategies aimed at addressing the social determinants of health. In July 2010, Dr. Brewster was a recipient of the prestigious Marshall Memorial Fellowship through the German Marshall Fund, which brings together Americans and Europeans to increase understanding and to build transatlantic networks among the political, media, business, and nonprofit communities.

Shekeria Brown, AICP is Executive Director of South Florida Community Development Coalition (SFCDC). With over 16 years of experience in the community and economic development field, she has designed, implemented and assessed affordable housing, community and economic development programs throughout South Florida and has administered over $100 million dollars in community development federal and state grants awarded to local jurisdictions. She has worked with numerous organizations and individuals committed to improving their communities. At SFCDC, she works to have a long-lasting impact by continuing to shape affordable housing and community development public policy, strengthening the role of nonprofits, and encouraging collaboration for more effective community development investment in the region.

Todd Greene is Vice President and leads the community and economic development department at the Federal Reserve Bank of Atlanta. Greene has oversight for research, policy, and outreach initiatives that promote inclusive economic growth with a focus on small business, housing, community and economic development finance, and human capital and workforce development in all or portions of Alabama, Florida, Georgia, Louisiana, Mississippi, and Tennessee. At a national level, Greene leads the Federal Reserve System’s human capital/workforce development working group in the Community Development function. He has published and presented on various economic and workforce development related topics and is the coeditor of the recent book Transforming U.S. Workforce Development Policies for the 21st Century.

Janisse R. Schoepp, PhD, MPH is Associate Vice President of Programs, Policy and Special Initiatives at Health Foundation of South Florida. Working with staff, Board members and local, state and national health leaders/outside experts, Dr. Schoepp supports strategies for grantmaking, explores new areas of potential interest, initiates special projects, and leads the way in identifying opportunities to advance the Foundation’s mission through public policy. She is also currently leading the Foundation’s newest Special Initiative: the Community Building and Economic Prosperity Initiative, which seeks to activate anchor institutions, such as hospitals and universities, in community wealth building strategies to address social determinants of health. In addition, Dr. Schoepp oversees the Foundation’s Healthy Eating Active Communities Priority Area. In 2012 she was selected as a fellow of the Terrance Keenan Institute for Emerging Leaders in Health Philanthropy founded by Grantmakers in Health.