



MEETING IN THE MIDDLE: RESPONDING TO COMMUNITY NEEDS

Federal Reserve Bank of San Francisco, Los Angeles Branch, 950 So. Grand Avenue at Olympic Blvd.

Tuesday, February 5, 2013

AGENDA

8:00A REGISTRATION, CONTINENTAL BREAKFAST, AND EXHIBIT HALL ON HEALTH DATA RESOURCES

9:00 WELCOME

David Erickson, PhD, Manager, Center for Community Development Investments, Federal Reserve Bank of San Francisco, San Francisco, CA

9:05 CREATING SYSTEM CHANGE AS A VITAL STRATEGY

Introduction

Dr. Lynn Yonekura, M.D., Director of Community Benefits, California Hospital Medical Center, Associate Professor, Clinical Ob-Gyn, UCLA and USC, and Executive Director, L.A. Best Babies, Los Angeles, CA

Speaker

Dr. Jonathan Fielding, M.D., MPH, Director, County of Los Angeles Department of Public Health, Professor of Health Services and Pediatrics and Co-Director of the UCLA Center for Healthier Children, Families and Communities

9:35 FINDING COMMON GROUND: A PRIMER ON COMMUNITY REINVESTMENT AND COMMUNITY BENEFIT

Moderator

Lisa Richter, Principal, GPS Capital Partners, Los Angeles, CA

Panelists

Kevin Barnett, Senior Investigator, Public Health Institute, Oakland, CA

Gary Dunn, Senior Vice President, CapitalSource Bank, Hollister, CA

Susan Montoya, Senior Vice President, First Bank, Huntington Beach, CA

Mark Ghaly, M.D., Deputy Director, Community Health, Los Angeles County Department of Health Services

10:55 NETWORKING BREAK AND EXHIBIT HALL: HEALTH DATA RESOURCE PROVIDERS

11:15 ROUNDTABLE STRATEGY SESSION: JOINT SOLUTIONS FOR SOLVING THE OBESITY PROBLEM

11:45 LUNCH PANEL: FROM THE ACA TO THE CRA: LOCATING INVESTIBLE OPPORTUNITIES

Moderator

Beatriz Solis, Director of Healthy Communities, South Region, The California Endowment, Los Angeles, CA

Panelists

Tina Castro, Director, Impact Investing, The California Endowment, Los Angeles, CA

Bob Taylor, Chief Lending Officer, Healthcare Development Financial Institution, San Diego, CA

Dr. Lynn Yonekura, M.D., Director of Community Benefits, California Hospital Medical Center, Associate Professor, Clinical Ob-Gyn, UCLA and USC, and Executive Director, L.A. Best Babies, Los Angeles, CA

1:15P WRAP UP AND NEXT STEPS

Melody Winter Head, Regional Manager, Community Development, Federal Reserve Bank of San Francisco, Los Angeles, CA

1:30 ADJOURN

Resources Addendum

UCLA FIELDING SCHOOL OF PUBLIC HEALTH, LOS ANGELES, CA
JEROEN VAN MEIJGAARD, PROJECT MANAGER, HEALTH FORECASTING TOOLS
PEGGY VADILLO, HEALTH FORECASTING ANALYST
[HTTP://WWW.HEALTH-FORECASTING.ORG/DEFAULT.ASPX](http://www.health-forecasting.org/default.aspx)

HEALTHY CITY, ADVANCEMENT PROJECT, LOS ANGELES, CA
CHRIS RINGEWALD, RESEARCH MANAGER
[HTTP://WWW.ADVANCEMENTPROJECTCA.ORG](http://www.advancementprojectca.org)

ADDITIONAL HELPFUL RESOURCES:

Community Health Needs Assessment website—a new web platform designed to help health systems conduct required Community Health Needs Assessments and strategies:
<http://www.chna.org/Resources.aspx>

Robert Wood Johnson Foundation Resources on Community Benefit:
www.rwjf.org/content/dam/farm/reports/issue_briefs/.../rwjf402124
<http://www.rwjf.org/en/research-publications/find-rwjf-research/2012/10/the-hilltop-institute-launches-hospital-community-benefit-progra.html>

Community Reinvestment Act:
http://www.richmondfed.org/conferences_and_events/community_development/2012/pdf/basic_CRA%20charlotte.pdf,
<http://www.frbatlanta.org/pubs/cra/>
<http://www.occ.gov/topics/community-affairs/publications/fact-sheets/fact-sheet-cra-reinvestment-act.pdf>
<http://www.frbsf.org/publications/community/cra/index.html>
community_reinvestment_does_your_bank_measure_up_printable.cfm

Impact Investing:
www.missioninvestors.org
www.globalimpactinvestingnetwork.org