

COMMUNITY HEALTH **SHARKTANK**

FRIDAY, MARCH 8, 2024
9 AM - 2 PM

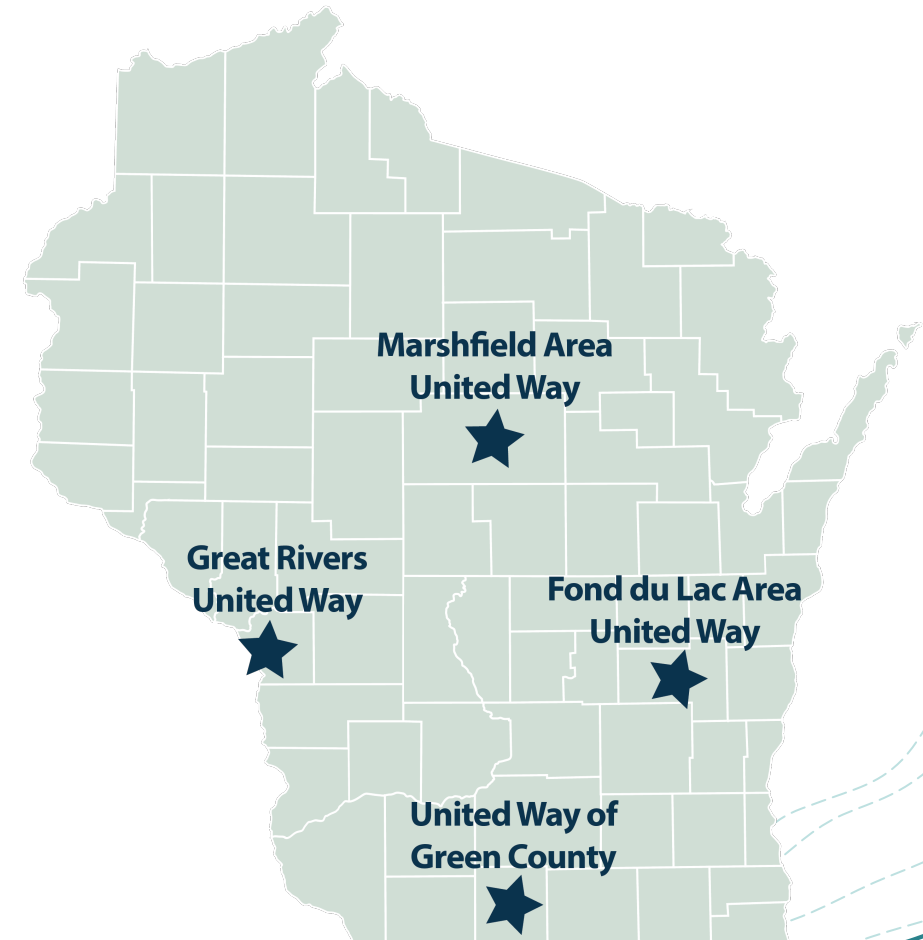
UNIVERSITY OF WISCONSIN-MADISON SCHOOL OF BUSINESS
GRAINGER HALL, ROOM 3190



COMMUNITY HEALTH LEARNING COLLABORATIVE TEAMS



- Fond du Lac Area United Way
- Great Rivers United Way
- Marshfield Area United Way
- United Way of Green County



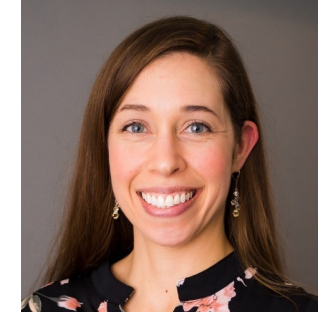
SHARKS



Pete Lukszys
Advisor & Shark Leader
Lukszys Management Consulting



Melanie Gautreau
Food Fight Restaurant Group



Cassie Vanderwall
Quartz Health Solutions



Andy Kitslaar
Alliant Energy



Brett Davis
SAS Institute



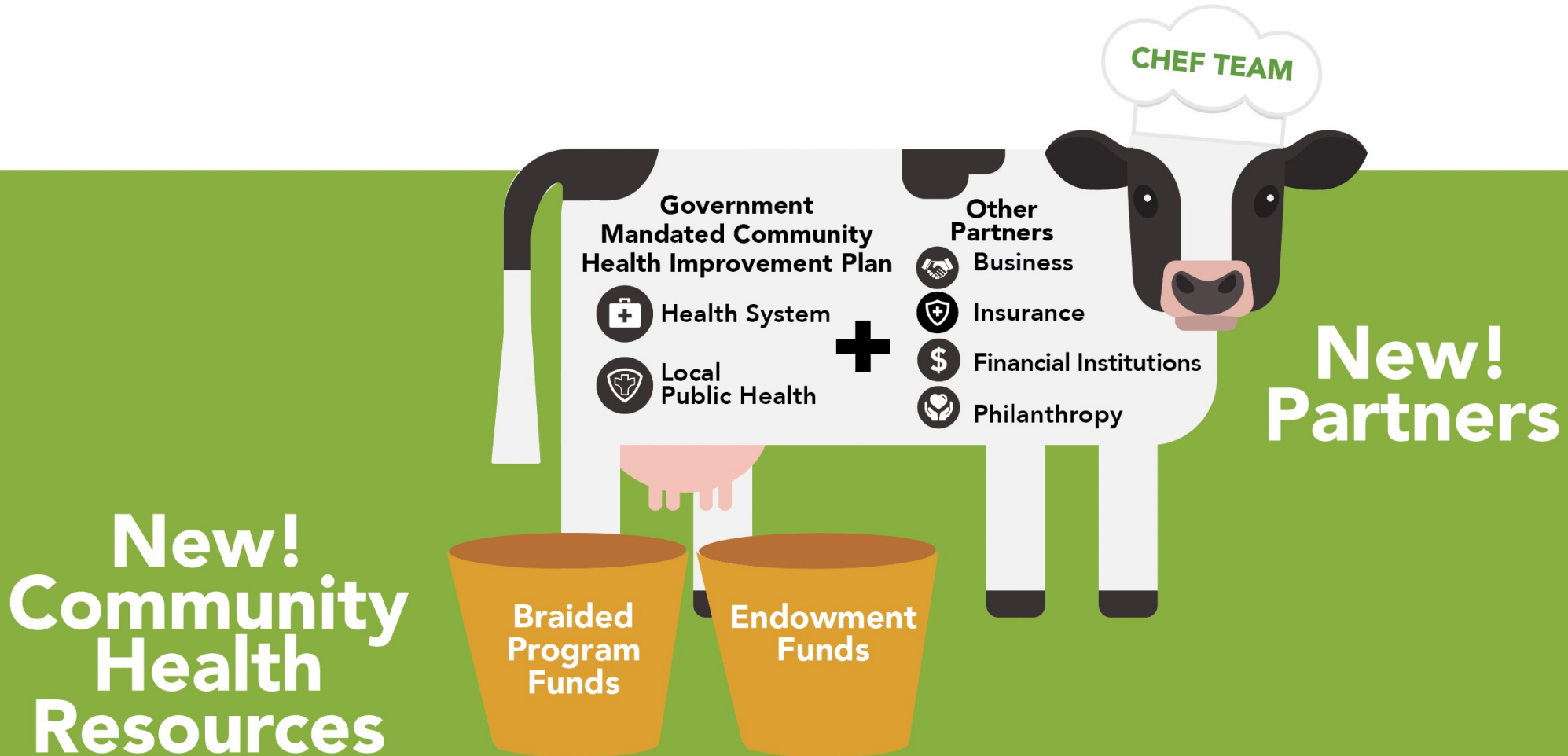
Arthur Valentine
Associated Bank

WCHEF RESOURCE BRIDGE



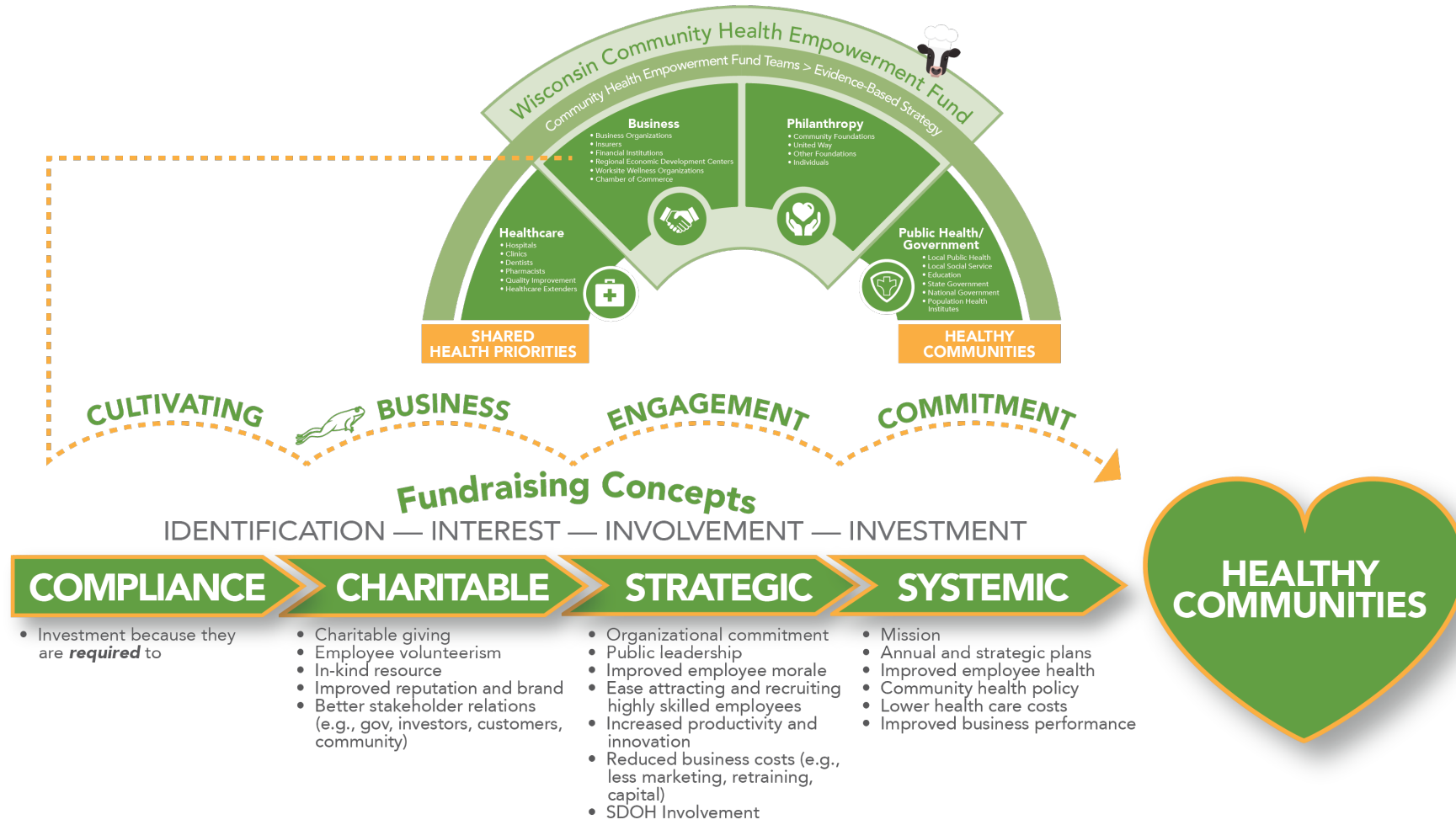
CHEF TEAM MODEL

Guiding Resources and Enabling Health and Healthcare Value for All Populations



LEARNING COLLABORATIVE GOAL

Cultivating and growing business engagement commitment for healthy communities



Corporate America and Community Health - Exploring the Business Case for Investment - Journal of Occupational and Environmental Medicine, Volume 57, Number 5, May 2015
 Authors for Arrow Diagram - Corporate America and Community Health - Fronk, Baase, Noyce, Steven - Journal of Environmental Medicine - Volume 57, Number 5, May 2015
 Author for Fundraising Pyramid of Giving Concepts adapted from James M. Greenfield, Evaluating and Managing the Fund Development Process, 2nd ed., New York, NY: John Wiley & Sons, 1999.



EVENT FOCUS

THE WHITE HOUSE INITIATIVE ON HUNGER, NUTRITION AND HEALTH*



PILLAR 1: IMPROVE FOOD ACCESS AND AFFORDABILITY

End hunger by making it easier for everyone – including individuals in urban, suburban, rural, and tribal communities, and territories – to access and afford food.

PILLAR 2: INTEGRATE NUTRITION AND HEALTH

Prioritize the role of nutrition and food security in overall health – including disease prevention and management – and ensure that our health care system addresses the nutrition needs of all people.

PILLAR 3: EMPOWER ALL CONSUMERS TO MAKE AND HAVE ACCESS TO HEALTHY CHOICES

Foster environments that enable all people to easily make informed, healthy choices, increase access to healthy food, encourage healthy workplace and school policies, and invest in public education campaigns that are culturally appropriate and resonate with specific communities.

PILLAR 4: SUPPORT PHYSICAL ACTIVITY FOR ALL

Make it easier for people to be more physically active – in part by ensuring that everyone has access to safe places to be active – increase awareness of the benefits of physical activity, and conduct research on and measure physical activity.

PILLAR 5: ENHANCE NUTRITION AND FOOD SECURITY RESEARCH

Improve nutrition metrics, data collection, and research to inform nutrition and food security policy, particularly on issues of equity, access, and disparities.

**<https://www.fns.usda.gov/fact-sheet/fns-role>*

NATIONAL EXPERT



Gina Plata-Nino

Domestic Policy Council, White House

Gina is a Senior Policy Advisor on Nutrition and Agriculture for the Domestic Policy Council in the White House. Previously, she was the Deputy Director for the Supplemental Nutrition Assistance Program (SNAP) at the Food Research & Action Center (FRAC) where she provided technical assistance, analysis, training, strategic advice, and other hands-on support to national, state and community-based organizations. Before joining FRAC she worked as an attorney with the Massachusetts Law Reform Institute and the Central West Justice Center. Gina began her career by clerking at the Massachusetts State Appeals Court and has a Juris Doctor from Northeastern University School of Law.

NATIONAL EXPERT



Sharon G. Moffatt, RN, BSN, MSN CDC Foundation

Sharon Moffatt has over 35 years of experience as a public health leader working at the local, state, and national level. In 2006, Vermont Governor Douglas appointed her as State Health Commissioner.

In the past 10 years, Sharon Moffatt served in a senior leadership role at the Association of State and Territorial Health Officials (ASTHO). Her work has focused on identification of the issues and working on solutions with the 57 state and territorial health officials and in coordination and collaboration with federal agencies, policy makers, public health organizations, and local leadership.

Since April 2020, Sharon has been a CDC Foundation Senior Advisor to the CEO. Most recently Sharon has led the work of the CDC Foundation partnership with the White House on the National Strategy on Hunger, Nutrition and Health. Through this work Sharon has facilitated the identification of almost 10 billion dollars in commitments. With the CDC Foundation program team Sharon continues to advance this work with the aim of identifying innovations and partnerships for systematic impact on hunger, nutrition and health.

COMMUNITY HEALTH SHARK TANK OVERVIEW & KICKOFF



Pete Lukszys
Advisor & Shark Leader
Lukszys Management Consulting



— THANK YOU —

EVENT SPONSOR



SHARKS

Pete Lukszys, Brett Davis, Melanie Gautreau, Andy Kitslaar, Arthur Valentine, Cassie Vanderwall

NATIONAL EXPERTS

Catherine Baase, Meg Guerin-Calvert, Sharon G. Moffatt, Gina Plata-Nino

ORGANIZATIONS

Alliant Energy, Associated Bank, CDC Foundation, Center for Healthcare Economics & Policy, Kate Douma LLC, Envision Greater Fond du Lac, Fond du Lac Area Foundation, Fond du Lac County United Way, Fond du Lac Health Department, Food Fight Restaurant Group, FTI Consulting Inc, Great Rivers United Way-Great Rivers HUB, Green County Development Corporation, Nick Hartman - Assistant Shark - UW Student, healthTIDE, Lily Pad Childcare Center, Lukszys Management Consulting, Marshfield Area United Way, May Hill Farms, MetaStar, Michigan Health Improvement Alliance, Quartz Health Solutions, SAS Institute, Second Harvest Foodbank of Southern Wisconsin, United Way of Green County, United Way of Wisconsin, University of Wisconsin-Madison-Division of Extension, UW Business School, UW Health, The White House, Wisconsin Hospital Association, Wisconsin Collaborative for Healthcare Quality, Wisconsin Community Health Empowerment Fund, Wisconsin Department of Health Services, Wisconsin Public Health Association