

# Plenary Session II

## Building a Culture of Health at the Community Level

10:45 a.m. – 12:00 p.m.

Building A Culture of Health involves working across sectors and disciplines to improve health opportunities and outcomes. This session will address the Culture of Health Action Framework (action areas, drivers, and measures), real culture of health building blocks and incentives to bridge clinical and community health.

### Facilitator:

**David R. Zook, JD**, Chair, FaegreBD Consulting

### Keynote:

**Hon. Ruben Pineda**, Mayor, West Chicago, IL

### Presenters:

***Linking Community and Clinical Resources through the Stronger Hearts Helpline***

**Laura Gordon**, General Manager, Edelman

***Real Culture of Health Building Blocks***

**Jill Birnbaum**, Vice President, State Advocacy and Public Health,  
American Heart Association

### Q&A:

#### Table Discussion Questions:

1. What organizations could you work with to take action/move forward on the elements within the Culture of Health Action Framework?

### Notes: