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**Dr. Glen Grayman**



**Kenneth Hecht**

## **Upcoming event to focus on hunger in the Coachella Valley**

### **Non-profit organizations and healthcare professionals encouraged to attend**

PALM DESERT, Calif. (August 4, 2009) – The Coachella Valley Health Collaborative, in partnership with The Resource Center for Nonprofit Management, will be hosting a free event entitled, **“Coachella Valley’s Healthy Menu for Change,”** on Friday, September 18, 2009 from 8 a.m. – 3:30 p.m. at the Palm Desert Campus of California State University, San Bernardino. The event will take place in the campus’s Oliphant Auditorium.

This thought-provoking and solution-focused forum on hunger and its impact on healthcare in the Coachella Valley will address the following:

- “Hunger & Healthcare: *The Eating Disorder*”
- “Where We Are Today: *The Buffet*”
- “Barriers & Challenges: *The Heartburn*”
- “Planning Tomorrow’s Menu for Success”

Attendees will celebrate the role that food and nutrition have in building healthy and sustainable communities and will participate in drafting recommendations for action, policy reform, and achieving food security in our community.

Keynote speakers will include Dr. Glen Grayman and Kenneth Hecht.

Grayman is President of the Health Assessment Resource Center (HARC), which conducts a health status assessment every 3 years to provide reliable, objective and valid data on key health issues and then surveys the community to determine disease incidence. Dr. Grayman is also the former President of the Desert Emergency Physicians Medical Group, Inc. and Medical Director of the Richards Emergency/Trauma Center at Desert Regional Medical Center. He is a Fellow of the American College of Emergency Physicians and is Board Certified by the National Board of Medical Examiners, American Board of Emergency Medicine, American Board of Internal Medicine, American Board of Medical Management, and American Board of Quality Assurance and Utilization Review Physicians. He currently serves as Assistant Clinical Professor of Medicine at the UCLA School of Medicine and is an Executive-in-Residence at the CSUSB Palm Desert Campus.

Grayman says, “HARC shares the Coachella Valley Health Collaborative’s mission and vision to make system change that will positively impact the health and social well being of those who reside in the Coachella Valley.”

Kenneth Hecht is the Executive Director of California Food Policy Advocates. CFPA is a statewide food policy and advocacy organization devoted to improving the health and well-being

of low-income Californians by increasing their access to nutritious, affordable food. Hecht is also an American public interest attorney, who is a graduate of Dartmouth College and Yale University Law School. He was one of the co-founders of CFPA, whose chief aims are to eliminate hunger and prevent obesity. He works at its headquarters in Oakland and lives in Berkeley, CA.

Attendees will be provided with a continental breakfast and lunch.

**RSVPs are required to Keka Chandler at [bchandler@vcrivco.org](mailto:bchandler@vcrivco.org)** and must include Name/Title, Organization, Mission Statement, Phone number and Email address.

This event is funded in part by a grant from The California Wellness Foundation. Created in 1992 as an independent, private foundation, TCWF's mission is to improve the health of the people of California by making grants for health promotion, wellness education and disease prevention.

This event is also funded in part by Desert Healthcare District, Regional Access Project Foundation, Kaiser Permanente and the Coachella Valley Association of Governments (CVAG). The Coachella Valley Health Collaborative's mission is to provide a meaningful forum for individuals, agencies, and organizations to improve the health and well-being of Eastern Riverside County residents. It serves the multiple and diverse communities of the Coachella Valley through education and public advocacy and by acting as a catalyst to improve the health status of all residents and their accessibility to quality, state-of-the art healthcare. A major goal is to improve health by increasing community collaboration and decreasing duplication and fragmentation of services.

The CSUSB Palm Desert Campus is located at 37-500 Cook Street in Palm Desert, between Gerald Ford and Frank Sinatra Drives.