Community Perspectives on Obesity Prevention in Children: Workshop Summaries
Paula Tarnopol Whittacre and Armina Catherine Burns, Rapporteurs; Institute of Medicine
Free PDF can be downloaded from the above website.

The Institute of Medicine’s (IOM’s) Food and Nutrition Board held two workshops in June 2008 and May 2009 that were funded by The California Endowment. The purpose of the workshops was to inform the IOM’s current work on obesity prevention in children through input from individuals who are actively engaged in community- and policy-based obesity prevention programs. Communities provided perspectives on the challenges involved in undertaking policy and programmatic interventions aimed at preventing childhood obesity. They also discussed promising approaches to program implementation and evaluation. This volume highlights the work of the workshop presentations and discussions. For more information about the workshop summaries, please access the following link: http://books.nap.edu.

The Road Scholars Quarterly
The Road Scholars Quarterly is the newsletter of the Johnson & Johnson Community Health Care Scholars Program at the Johns Hopkins Bloomberg School of Public Health

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Message from the Director
Dr. Fannie Fonseca-Becker
“The journey of a thousand miles begins with one step” Lao Tzu (5 C.331)

In 2009, the Scholars and I traveled thousands of miles to meet with staff from nineteen community health care programs in seven southern states, from South Carolina to Arizona. During our travels, we met and worked with dedicated individuals who embody the spirit of service in their work with some of the most underserved and remote populations in the nation including Native Americans, African Americans and Latinos. A recent report by the Center for Disease Control confirmed that the same geographic regions, where the 2007-2010 J&J Community Health Care Program Grantees work, are the ones with the highest prevalence of diabetes (≥ 10.6%) and obesity (≥ 31%). Most of the grantees are implementing programs to prevent obesity and prevent or manage related chronic diseases such as diabetes. Many programs include physical activity components implemented in collaboration with local churches, schools, and other community partners. By May 2009, the Grantees had reached approximately 53,000 individuals. In 2010, we expect to have valid data on key evidence-based indicators measuring changes in knowledge, behavior and biological markers for clients in the J&J funded programs. This issue highlights the work of health care for All Program of Kingsley House in New Orleans, with Katrina-affected populations and their collaboration with their J&J Scholar, Bridget Ambrose. Also featured are reports from the J&J CHC Annual Meeting held in Baltimore this past September, as well as the presentations by the J&J Scholars in November at the American Public Health Association’s Annual Meeting. One of the goals for this news letter is to continue building on the existing networks of past and present J&J CHC Grantees and Scholars. We look forward to hearing from you regarding lessons learned and accomplishments.

From all of us at the JHU/J&J CHC Scholars Program, we send you our best wishes for a peaceful and happy holiday season.

MARK YOUR CALENDAR
2010 APHA Call for Abstracts
Beginning December 18, 2009
Ending February 5, 2010

"Building In-House Capacity in Evaluation: Increasing Sustainability"
In the wake of Hurricane Katrina, a public health professional working at the federal level gained a new appreciation for community-based organizations that delivered disaster relief services on the ground. One year later, her path converged with a New Orleans-based nonprofit that essentially delivered public health at people’s doorsteps.

When Hurricane Katrina hit, J&J Scholar Bridget Ambrose was working with the US Department of Health and Human Services in its logistical response to the storm. While on deployment for the Center for Disease Control & Prevention following Hurricane Rita, she also worked with local non-profits serving rural communities along the Texas-Louisiana border. The dedication of individuals from these organizations inspired her.

“It was the churches and nonprofits who were there [after the storm]. They knew the people, knew who needed help and got the help to them,” said Ambrose. “At the end of the day, it was about delivery of services.” Ambrose also witnessed millions of dollars for disaster relief being funneled to large federal contractors instead of to community-based organizations that could have used the funds more effectively. This realization encouraged Ambrose to return to school and pursue a doctorate in public health at Johns Hopkins.

“I would like to be qualified one day to be there at the top ensuring smart allocation of resources. So much of real public health is delivered on the ground,” said Ambrose. In the spring of 2007, Ambrose received another opportunity to engage in grassroots public health and social service delivery. The Kingfish House (KH) is an established community-based organization in New Orleans, applied and was selected to receive funding support from the J&J Community Healthcare Program. The grant included a unique technical assistance component provided by doctoral student Ambrose and faculty member, Dr. Fonseca-Becker from the Johns Hopkins Bloomberg School of Public Health (JHSPH).

The funding was primarily used to expand the Kingfish House’s Health Care For All (HCFA) program. HCFA provides Medicaid and food stamp outreach to the greater New Orleans population. The grant also supported the development and implementation of community-wide “Health Parties” to increase knowledge and influence nutritional choices among local youth and seniors.

HCFA uses team members called Walkers/Talkers, who conduct door-to-door outreach in the New Orleans metropolitan area. Knock by knock, they educate residents about Medicaid, LA CHIP (Louisiana’s state children’s health insurance program) and Food Stamp programs. They come equipped with laptops to help individuals complete online Medicaid and LA Chip applications. During the application process, Walker-Talkers help residents secure vital documents and refer them to appropriate programs within and outside of the Kingfish House.

Prior to Hurricane Katrina, New Orleans residents experienced higher levels of unemployment, poverty and food insecurity compared to the rest of the United States. For example, Orleans Parish reported a poverty rate of 32% vs. 12.6% for other U.S. households. The aftermath of Hurricane Katrina aggra vated the situation. Individuals and families who returned to the city faced increased costs of living and limited access to affordable health care and nutritious foods.

Ambrose and Dr. Fonseca-Becker provided technical assistance in monitoring and evaluation to KH from 2007-2009 with the goal of helping increase the organization’s long-term sustainability. Over a period of 5 years, Ambrose trained HCFA staff to design an evaluation plan and build a data management system using publicly available software for data collection and analysis. The technical assistance used participatory methods; the grantee staff members actively contributed to improving the organization’s in-house capacity for monitoring and evaluation.

“It was very beneficial for Bridget to come down and develop relationships. It would not have been as successful if we hadn’t had that one-on-one face time,” said Kristina Gibson, HCFA Program Supervisor. “The whole experience of using what we learned – increased analytical skills, developing a database – the whole experience of the J&J program is something we continue to use.”

Ambrose turned her learning into real-world lessons about what it really takes to get public health action done. “Practically, it’s understanding the day to day challenges of people delivering health and social services on the ground. . . in government, I was always doing the big picture stuff. I never saw it trickled down,” said Ambrose.

In total, the JHU/J&J CHC Scholars Program contributed six presentations (oral and poster) to the APHA conference.

J&J Scholar Florance Tuinganui (2007-2009), Director of the Mission Community Health Clinic, presented an oral presentation on "Increasing access to care and promoting healthy lifestyles by a reopened clinic on the Navajo Reservation: a community-academic partnership improves monitoring and evaluation for long-term sustainability." Fiji is working with the Navajo Lutheran Mission, which serves the medically underserved population of Rock Point, AZ. The Mission Community Health Clinic aims to prevent chronic disease among Rock Point Navajo residents by providing health screening, wellness education and medical care.

2008-2010 J&J Scholar Maria Alip gave an oral presentation on “Building capacity in the evaluation of an integrative program to improve knowledge, access to care, and healthy behaviors among underserved African American populations at risk for diabetes and cardiovascular disease in rural South Carolina: A community-academic partnership.” Maria is working with Shared Care Inc, which serves residents of South Carolina with household incomes at or below 200% of the federal poverty level. The organization’s J&J-funded program, Primary Focus: Eliminating Health Disparities, aims to prevent and/or control diabetes, cardiovascular disease, and obesity by promoting physical activity and good nutrition. SharedCare Inc. has served patients at its free clinic and approximately 60 people participated in its Walking to Jerusalem program. Another 45 participants attended one of the Diabetes, Nutrition, or Cardiovascular disease education sessions.

Rachana Sikka, J&J Scholar 2008-2010, presented a poster entitled, “Promoting healthy lifestyles for chronic disease prevention among Hispanic farmworking families along the US-Mexico border: A community-academic partnership.” Rachana is working with Campesinos Sin Fronteras (CSF), which serves low income, migrant and seasonal farm workers of Yuma County Arizona. CSF’s J&J-funded project, the Familias Sanas Farmworker Family Prevention Initiative, aims to prevent cardiovascular disease, diabetes, and childhood obesity in the Hispanic farm worker population. Approximately 51 children have participated in the Familias Sanas educational sessions, while 103 women participated in walking sessions or educational sessions.

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J&J Scholars - Alumni Highlights

2003-2005 J&J Scholar

Thomas Guadamuz, PhD, MHS, is a Assistant Professor in the Department of Behavioral and Community Health at the University of Pittsburgh. Trained in infectious disease epidemiology and social and behavioral interventions among marginalized populations, Dr. Guadamuz has worked to enhance minority populations in urban and rural areas of Southeast Asia, and in several urban areas in the United States. As a J&J Scholar, he worked with the Tenderloin AIDS Resource Center (TARC) in San Francisco. The organization received J&J funding to develop and implement a program called HIV modified directly observed therapy (DOT). The goal was to promote access to HIV-related medications for the homeless with HIV, particularly those with substance abuse and mental health issues. Guadamus reported learning the importance of identifying the right staff to carry out the evaluation plan and was able to quickly adapt to challenges, such as over-committed project staff and staff turnover. The TARC executive director used the conceptual framework developed for the J&J-funded program to design the monitoring and evaluation plans for other TARC projects. Project staff also gained advanced knowledge and skills in data management and data analysis.

2006-2008 J&J Scholar

Krista Dowling, PhD, is currently a Research Associate at the Clinton Foundation. She is working on the Monitoring & Evaluation team for the Foundation’s Prevention of Mother To Child Transmission (PMTCT) programs in Cambodia, Vietnam, Tanzania, Ethiopia, Lesotho, and Malawi. In the J&J Community Health-care Scholars Program, Michaelis was matched with the Hispanic HIV Prevention Program, a J&J funded project that was part of the Columbus AIDS Task Force. The overarching goal of the program was to increase access to HIV/AIDS-related prevention and treatment services among the Latino population in Central Ohio. During the two-year funding cycle, CATF achieved or surpassed all program objectives. Although Michaelis and program staff experienced some challenges with the Epi Info software, they learned a few important lessons: 1) Avoid changing from one version of Epi Info to another while in the midst of database construction. 2) Keep a copy of the database and all the entered data, saved in the older version of Epi Info, in case problems arise with the database that has been converted to the newer version and 3) Be flexible and persevere even in the face of technical difficulties.

2006-2008 J&J Scholar

Leslie Thornton, PhD, is a Professor of Psychology at George Mason University. Her research focuses on the effects of educational and social interventions on families and communities. In her role as an evaluator for the J&J-funded program, Dr. Thornton conducted a series of studies examining the impact of early intervention programs on children’s development and well-being. Her work has been funded by the National Institute of Child Health and Human Development and the US Department of Education. In addition to her research, Dr. Thornton is a valued community partner, working with local organizations to implement evidence-based programs for at-risk youth.

M&E Resources

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Views From the Field

2006-2008 Scholar, Annie Michaelis, presented at the 2007 APHA Annual Meeting, about the Reach Out and Connect (ROAC) project of the Ozark Mountain Health Network (OMHN) in north central Arkansas. The goal of the program is to improve health awareness of at least 1500 residents living in Van Buren and Searcy counties. Staff members took a mobile unit to more than ten rural communities on a rotating basis. There, they conducted screenings and educational sessions in churches, schools, community centers and other accessible locations. A registered nurse provided counseling about diet and exercise changes to individuals whose screening results showed elevated readings and referred them to other healthcare practitioners. At the end of the two-year funding cycle, over 1500 people participated in the health screenings at least once and more than 200 of these same people attended at least one health fair. More than 30 health fairs were held in eleven communities.
The Johnson & Johnson Community Health Care Program (CHCP) held its annual conference on September 23-24, 2009 in Baltimore, MD. This year’s meeting included presentations that focused on diabetes care and prevention, updates and lessons learned from J&J-funded projects, data analysis and presentation skills, interactive case study exercises and communication opportunities. On September 22, conference attendees had the opportunity to tour the Johns Hopkins Diabetes Institute and former Acting Surgeon General with Dr. Ken Montague, Chairman of the Johnson & Johnson Diabetes Institute and Former Acting Surgeon General.

The 2009 Annual Meeting results showed that all conference attendees were satisfied with the presentations and agreed that the presentation content was useful. Over 90% of attendees agreed that the overall conference met their expectations, that the time was used effectively and that they would share information from the presentations with colleagues.

Five staff members from J&J-funded projects participated on the panel session about forging community collaborations: Gail Diggs (left) and Theresa Feiner (second from left) from Margaret J. Weston Community Health Centers in Clearwater, South Carolina; Patty Molina (third from left) from Mariposa Community Health Center in Nogales, AZ; Tom Schroeder (third from right) from Northern Navajo Medical Center in Shiprock, NM; and Paula Devitt (second from right) from St. Vincent Regional Medical Center in Santa Fe, NM. J&J Scholar Kate Bone-brake (right) moderated the session. Panel speakers partnered with a variety of organizations, including local churches, Head Start programs, businesses and community organizations.

The panel discussed a range of issues relevant to the implementation phases of their programs: making adaptations to their original program proposals, creating a referral system, partnering with community organizations and academic institution, reporting measurable outcomes and budgeting for implementation costs.

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One of the conference highlights included sharing updates on the progress of J&J-funded projects and lessons learned. Staff representatives from each J&J-funded project participated on speaker panels and commented on the start-up and implementation phases of their programs, as well as the development of community collaborations.

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The Johnson & Johnson Community Health Care Scholars Program at The Johns Hopkins University

Four staff members from J&J-funded projects participated on the panel session about the start-up phases of their community programs: Deborah Hubbard (left) and Marina Elliott (second to left) from Navajo Lutheran Mission in Rock Point, AZ; Emma Torres (second to right), from Campesinos Sin Fronteras (CSF) in Somerton, AZ; and Melissa Noel (right), from Coastal Family Health Center in Biloxi, MS. J&J Scholar Maria Au (center) moderated the session. All agreed that the ideal length of time between the start-up and implementation phases should be about six months. This includes time to achieve buy-in from the community and relevant stakeholders and recruit participants for the program. Other issues discussed included problems with and efforts to improve recruitment, achieving fidelity to original program models, dealing with funding gaps and forming partnerships with academic institutions.

Dr. Michael Klag, Dean of Johns Hopkins Bloomberg School of Public Health with Dr. Rick Martinez, Medical Director, Corporate Contributions & Community Relations, Director, Latin American Contributions, Johnson & Johnson

At the dinner on Sept. 23, Dr. Jeffrey Levi, Executive Director of Trust for America’s Health, gave a Keynote Address “Health Reform: An Optimist’s Perspective”
2003-2005 J&J Scholar  
**Thomas Guadamuz, PhD, MHS**, is a Assistant Professor in the Department of Behavioral and Community Health at the University of Pittsburgh. Trained in infectious disease epidemiology and social and behavioral interventions among marginalized populations, Dr. Guadamuz has worked with HIV-positive patients, particularly those with substance abuse and mental health issues. Guadamuz reported learning the importance of identifying the right staff to carry out the evaluation plan and was able to quickly adapt to challenges, such as over-committed project staff and staff turnover. The TARCA executive director used the conceptual framework developed for the J&J-funded program to design the monitoring and evaluation plans for other TARCA projects. Project staff also gained advanced knowledge and skills in data management and data analysis.

**Krista Dowling, PhD**, works for Nemours Health and Prevention Services as Special Assistant to the Senior Vice President/Intermediate Program and Policy Analyses. As a J&J Scholar, she trained project staff of the Marion Area Counseling Center Juvenile Justice Program, a partnership between the Marion Area Counseling Center and Family Court of Marican County in north central Ohio. The program aimed to reduce recidivism among juvenile offenders who successfully completed assessments that diagnosed mental health and behavioral problems. Although project staff experienced challenges implementing their newly acquired database creation and data analysis skills into practice, Dowling provided training refreshers and reminders via email and telephone conferences. Dowling also learned how to communicate effectively outside of academic settings and to share her knowledge in a way that was accessible.

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### Views From the Field

**2006-2008 Scholar, Pammie Crawford** (second from right) with staff of Easter Seals West Alabama (ESWA), a community-based, non-profit organization whose mission is to impact the lives of children and adults with special needs and their families. ESWA used the J&J funding to begin an occupational therapy (OT) program for young children called OT Kids.

**2008-2009 Scholar, Leslie Thornton** (second from left, clockwise) with staff of the Tenderloin AIDS Resource Center (TARC) in San Francisco. The organization received J&J funding to develop and implement a program called HIV modified directly observed therapy (DOT). The goal was to promote access to HIV-related medications for the homeless with HIV, particularly those with substance abuse and mental health issues. Guadamuz reported learning the importance of identifying the right staff to carry out the evaluation plan and was able to quickly adapt to challenges, such as over-committed project staff and staff turnover. The TARCA executive director used the conceptual framework developed for the J&J-funded program to design the monitoring and evaluation plans for other TARCA projects. Project staff also gained advanced knowledge and skills in data management and data analysis.

**2006-2007 Scholar, Sarah Shea Crowns** (far right) with staff of The Lenox Family Domestic Violence (DV) Crisis Program in Lennox, CA. The program strives to increase safety for Latina victims of domestic violence in Lennox by enabling school staff to better identify, respond to, and support victims of domestic violence. During the two-year funding period, program staff members created the Domestic Violence Collaborative. Local police, members of the clergy, and service providers came together and discussed, planned, and networked about domestic violence prevention and crisis management. In addition, hundreds of women attended the support groups providing knowledge and empowerment about domestic violence. Finally, the program increased community awareness among families in Lennox through prevention workshops, school presentations, and community events.
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Ambrose also witnessed millions of dollars for disaster relief assistance being funneled to large federal contractors instead of to community-based organizations that could have utilized the funds more effectively. This realization encouraged Ambrose to return to school for disaster relief assistance being funneled to large federal contractors instead of to community-based organizations that could have utilized the funds more effectively. This realization encouraged Ambrose to return to school.

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Ambrose and Dr. Fonseca-Becker provided technical assistance in monitoring and evaluation to HCFA from 2007-2009 with the goal of helping increase the organization’s long-term sustainability.

Over a period of four visits, Ambrose trained HCFA staff to design an evaluation plan and build a data management system using publicly available software for data collection and analysis. The technical assistance used participatory methods; the grantee staff members actively contributed to and lead the organization’s in-house capacity for monitoring and evaluation.

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Ambrose, in turn, learned some real-world lessons about what it really takes to get public health action done. “Practically, it’s understanding the day to day challenges of people delivering health and social services on the ground. In government, I was always doing the big picture stuff. I never saw how it trickled down,” said Ambrose.

The $14 million 2002-2009 American Recovery and Reinvestment Act (ARRA) grant also supported the development of the Kingsley House’s Adult Primary Healthcare Program. The grant encourages Ambrose to return to school.

Jillian Fry, J&J Scholar 2008-2010, delivered an oral presentation on “Increasing access to care and promoting healthy lifestyles by a reopen clinic on the Navajo Reservation: A community-academic partnership improves monitoring and evaluation for long-term sustainability.” Jillian is working with the Navajo Lutheran Mission, which serves the medically underserved population of Rock Point, AZ. The Mission Community Health Clinic aims to prevent chronic disease among Rock Point Navajo residents by providing health screening, wellness education and medical care.

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Featured Project: Kingsley House, Health Care for All Program

Kingsley House (KH), an established community-based organization in New Orleans, applied and was selected to receive funding support from the J&J Community Healthcare Program. The grant included a unique technical assistance component provided by doctoral student Ambrose and faculty member, Dr. Fonseca-Becker from the Johns Hopkins Bloomberg School of Public Health (JHSPH).

In the spring of 2007, Ambrose received an offer to return to school to pursue her doctorate in public health at Johns Hopkins University. "It was the churches and nonprofits who were there [after the storm]. They knew the people, knew who needed help and got the help to them," said Ambrose. "At the end of the day, it was about delivery of services." Ambrose also witnessed millions of dollars for disaster relief assistance being funneled to large federal contractors instead of to community-based organizations that could have utilized the funds more effectively. This realization encouraged Ambrose to return to school to pursue her doctorate in public health at Johns Hopkins University.

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U.S. Fruit and Vegetable Consumption

Healthy People 2010 objective: Fruit

<table>
<thead>
<tr>
<th>State</th>
<th>Adults consumed two or more servings of fruit</th>
<th>Percentage</th>
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<td>Yes</td>
<td>50%</td>
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<tr>
<td>Vermont</td>
<td>Yes</td>
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<td>D.C.</td>
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<td>U.S.</td>
<td>Yes</td>
<td>38%</td>
</tr>
</tbody>
</table>

Healthy People 2010 objective: Vegetables

<table>
<thead>
<tr>
<th>State</th>
<th>Adults consumed two or more servings of vegetables</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>District of Columbia</td>
<td>Yes</td>
<td>45%</td>
</tr>
<tr>
<td>Vermont</td>
<td>Yes</td>
<td>42%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>Yes</td>
<td>39%</td>
</tr>
<tr>
<td>D.C.</td>
<td>Yes</td>
<td>38%</td>
</tr>
<tr>
<td>U.S.</td>
<td>Yes</td>
<td>36%</td>
</tr>
</tbody>
</table>

The Institute of Medicine’s (IOM’s) Food and Nutrition Board held two workshops in June 2008 and May 2009 that were funded by The California Endowment. The purpose of the workshops was to inform the IOM’s current work on obesity prevention in children through input from individuals who are actively engaged in community- and policy-based obesity prevention programs. Communities provided perspectives on the challenges involved in undertaking policy and programmatic interventions aimed at preventing childhood obesity. They also discussed promising approaches to program implementation and evaluation. This volume presents highlights of the workshop presentations and discussions. For more information about the workshop summaries, please access the following link: http://books.nap.edu

Dr. Fannie Fonseca-Becker
"The journey of a thousand miles begins with one step" Lao Tzu (BC 531)

In 2009, the Scholars and I traveled thousands of miles to meet with staff from nineteen community health care programs in seven southern states, from South Carolina to Arizona. During our travels, we met and worked with dedicated individuals who embody the spirit of service in their work with some of the most underserved and remote populations in the nation including Native Americans, African Americans and Latinos. A recent report by the Center for Disease Control1 confirmed that the same geographic regions, where the 2007-2010 J&J Community Health Care Program Grantees work, are the ones with the highest prevalence of diabetes (≥ 10.6%) and obesity (≥ 31%). Most of the grantees are implementing programs to prevent obesity and prevent or manage related chronic diseases, such as diabetes. Many programs include physical activity components implemented in collaboration with local churches, schools, and other community partners. By May 2009, the Grantees had reached approximately 53,000 individuals. In 2010, we expect to have valid data on key evidence-based indicators measuring changes in knowledge, behavior and biological markers for clients in the J&J-funded programs. This issue highlights the work of Health Care for All Program of Kingsley House in New Orleans, with Katrina-affected populations and their collaboration with their J&J Scholar, Bridget Ambrose. Also featured are reports from the J&J CHC Annual Meeting held in Baltimore this past September, as well as the presentations by the J&J Scholars in November at the American Public Health Association’s Annual Meeting. One of the goals for this newsletter is to continue building on the existing networks of past and present J&J CHC Grantees and Scholars. We look forward to hearing from you regarding lessons learned and accomplishments. From all of us at the JHU/J&J CHC Scholars Program, we send you our best wishes for a peaceful and happy holiday season.


"Building In-House Capacity in Evaluation: Increasing Sustainability"