The MacDonald Center for Obesity Prevention and Education (COPE) presents

**Weight Management: What YOU Say Matters!**

**FRIDAY, MARCH 30 & SATURDAY, MARCH 31, 2012**

**REGISTRATION**

<table>
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<th>EARLY-BIRD BY 3/2/12</th>
<th>FULL FEE AFTER 3/2/12</th>
<th>ON-SITE FEE</th>
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<tbody>
<tr>
<td>Pre-conference Workshop</td>
<td>$89</td>
<td>$99</td>
<td>$109</td>
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<tr>
<td>One-day Conference</td>
<td>$149</td>
<td>$179</td>
<td>$199</td>
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**TO REGISTER:** [www.villanova.edu/COPE](http://www.villanova.edu/COPE)

Questions? Contact Louisa Zullo at louisa.zullo@villanova.edu or call 610-519-4930

Refunds: Written request for refunds must be postmarked by 3/2/2012 to receive a refund less a $25 processing fee. No refunds after 3/2/2012.

**CONTINUING EDUCATION CREDITS:**

A maximum of 9.75 continuing education credits can be earned for attending the Pre-conference Workshop (3.75) and the One-day Conference (6). Villanova University College of Nursing is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center Commission on Accreditation.

**CONFERENCE GOALS:**

- Discuss tools to improve your communication skills.
- Explore ways to help clients initiate lifestyle changes to improve weight and health status.
- Network with other health professionals, educators and fitness professionals

**WHERE IS IT?**

**Philadelphia Marriott West**

111 Crawford Avenue · West Conshohocken, Pennsylvania 19428

A room block with a great rate of $99 is being held until March 2, 2012. Self-parking is free.

For reservations, call 1-800-228-9290 or 610-941-5600 and use the code [Villanova College of Nursing Conference](http://www.marriott.com) or online at [www.marriott.com](http://www.marriott.com) and use the code **VCNVCNA**.

**WHO SHOULD ATTEND?**

- Nurse Practitioners
- Registered Nurses
- School Nurses
- Occupational Health Nurses
- Registered Dietitians
- Educators
- Physician Assistants
- Health Educators
- Fitness Professionals
- Physicians

For more details visit [www.villanova.edu/COPE](http://www.villanova.edu/COPE)

**SPONSORS AND EXHIBITORS WELCOME!**

Be part of this inaugural health conference on weight management skills for professionals.

Space is limited. Contact denice.ferko-adams@villanova.edu by March 1, 2012 or call 610-519-5931.
PRE-CONFERENCE WORKSHOP
Conversations for Change: Motivational Interviewing in Primary Care

Date: Friday, March 30, 2012
Time: 1–5 p.m.
Speaker: Molly Kellogg, RD, LCSW
Psychotherapist, Nutrition Therapist and Author, Philadelphia, PA

Exhibits and Networking: 5-7 p.m.

CONFERENCE
Weight Management: What YOU Say Matters!

Date: Saturday, March 31, 2012
Time: 8 a.m.–4:30 p.m.

7-8 a.m.  Registration, Continental Breakfast and Exhibits

8-9 a.m.  Welcome and Keynote
Hit Your Target: Improve Patient Messages
Kim Huggins, President
K HR Solutions, LLC, Harleysville, PA

9-10 a.m.  Keep It Simple — Ideas to Communicate Weight and Metabolic Risk Factors More Easily
Lisa M. Davis, PhD, PA-C, CNS, LDN
Vice President for Research and Development
Medifast, Inc., Owings Mills, MD

10-10:30 a.m.  Refreshment Break and Exhibits

10:30-11:30 a.m.  Telehealth: Ideas to Use Technology in Your Practice
Denice Ferko-Adams, MPH, RD, LDN
Director, MacDonald Center for Obesity Prevention and Education
Villanova University College of Nursing, Villanova, PA

11:30 a.m.-1 p.m.  Lunch and Exhibits

1-2 p.m.  School Nutrition — Build Community Partnerships for Health Messages
Amy Virus, RD, LDN
Manager, Administrative and Support Services
Division of Food Services, School District of Philadelphia, Philadelphia, PA

2-3 p.m.  Exercise is Medicine: Help Your Patients to be More Active
Stella Lucia Volpe, PhD, RD, LDN, FACSM
Professor and Chair, Department of Nutrition Sciences
College of Nursing and Health Professions, Drexel University, Philadelphia, PA

3:00-3:15 p.m.  Refreshment Break

3:15-4:15 p.m.  Your Weight: A Sensitive Subject
Marilyn Gaston, MD and Gayle Porter, PhD
Co-Directors, The Gaston & Porter Health Improvement Center, Inc.
Potomac, MD

4:15-4:30 p.m.  Closing Remarks & Evaluation

The MacDonald Center for Obesity Prevention and Education (COPE) was initiated in 2011 at Villanova University in the College of Nursing and serves as a focus for interdisciplinary collaboration in the prevention of obesity through education and research. It supports and fosters the growing need for development of healthy lifestyles and behaviors among Americans.

“Overweight/obese patients who were told they were overweight by healthcare providers were almost nine (9) times more likely to perceive that weight was damaging to their health compared to those not told.”*

To review the session descriptions, visit www.villanova.edu/COPE

Learn strategies tailored to fit your clients’ generational core values.

Be aware of cultural issues that make weight loss conversations more effective.