

WELCOME & OVERVIEW

BARBARA BALLARD: Good morning. Good morning and welcome. I am State Representative Barbara Ballard of Kansas and the president of the National Black Caucus of State Legislators. It is my pleasure to recognize representative Joe Armstrong, our president elect. Would you please stand? From Tennessee. Okay. Representative Howard Mosby of Georgia, our treasurer. And Senator Catherine Pugh of Maryland, our financial secretary. It is always an honor to have our past presidents join us for our conferences and events and I'd like to take this time to represent Representative Calvin Smyre, our immediate president. Could I please ask all the other legislators present this morning to stand? Thank you.

At this time, I also would like to thank all of our speakers who will be introduced, and their bios are in our binders. And I especially would like to welcome all of you watching this conference on the Internet today. We are convened in the Indiana State Capitol for our 18th Annual Black America's Dialogue on Health and this year's theme is Disease Prevention through Transformative Living. Last night, we discussed a little bit more about our conference and most of it is a holistic approach, where we're talking about the mental, the physical, and the spiritual. And, you will hear more about that this morning.

We're delighted to be in Indiana. Certainly you have a lovely capitol and we thank you very much for extending us this hospitality. And at this point, I would introduce Representative Vanessa Summers. She is the chair of the Indiana Black Legislative Caucus, and she has served the citizens of Indianapolis since 1991. Formerly the chair, she is now the ranking member of the Indiana House Committee on Family, Children, and Human Affairs in addition to her leadership of the Black Caucus. Representative Vanessa Summers.

VANESSA SUMMERS: Good morning, everyone. I'm so glad to have you here in our house, the Indiana House of Representatives. We hope that today that you have a productive day and a productive day of learning. And then, for the rest of the weekend, we have a productive weekend of fun. Ladies, drop some money at the mall, please. I always say that. That always helps the Indiana economy. I would like for the representatives from Indiana so far that are here to please stand. I see Representative Bill Crawford, who we call our dean. Senator Earline Rogers, Representative John Bartlett, and Representative Gregory Porter. The others will be streaming in as the day goes on, they'll be here. But I'd like to welcome you and I'd like to thank you all for coming to our house. This is our house and it's the people of Indiana's house. And so, I hope you have a nice, productive session. Of course, I have a gift that I'm going to give now because it will be something that you'll need during the day. But, we'll get that out to you shortly. And I thank you, thank you so much for being here.

BARBARA BALLARD: Thank you, Representative Summers. As many of you know who've attended this

conference before, we have had a video from the Honorable André Carson, and today we have the pleasure of having him come and speak to us in person. And we're very pleased to have you here today, Congressman Carson. Congressman Carson represents Indiana's Seventh Congressional District and it's located in central Indiana. Congressman serves on the Financial Services Committee, which oversees all components of the nation's housing and financial services sectors, including banking, insurance, real estate, public and assisted housing, and securities. Here, he has worked to tighten federal regulations over financial institutions, including helping to pass Wall Street Reform, which ends government bailouts and reins in risky lending practices. Congressman Carson serves as a regional whip for the Democratic Caucus and the whip for the Congressional Black Caucus. We are so proud of Congressman Carson, someone we can truly say is a voice for the people, and Indiana is fortunate to be represented by him in Washington. Please give Congressman Carson a very warm welcome.

ANDRÉ CARSON: Thank you. Thank you, Madam President, thank you so much. First I want to thank not only Madam President Barbara Ballard, but my dear friend and sister and madam chair of the Black Caucus, Vanessa Summers. I want to thank my friend, LaKimba DeSadier, to Representative Calvin Smyre for his past term as president, and current president madam Ballard again. I see a lot of family and friends out there. I want to thank the dean of the delegation, Bill Crawford. Representative Greg Porter, Cherrish Pryor, John Bartlett, Senator Jean Breaux, Senator Greg Taylor, Senator Lonnie Randolph, Representative Charlie Brown, Mara Reardon, madam Earline Rogers, and Earl Harris.

You know, much has changed since you guys gathered here, especially dealing with our community health and the passage of the Affordable Healthcare Act: Over 500,000 additional young people gained health insurance; 165 million Americans with private insurance are now protected from lifetime and annual limits on their coverage; 1.3 million seniors have received a 50% discount on brand name drugs, collectively saving over \$650 million in out-of-pocket costs; and four million small businesses are now eligible for tax credits if they offer coverage to their employees. These reforms are very critical, but our efforts must continue. A healthy life requires more than just quality healthcare. It takes combining all aspects of complete health, nutrition, physical activity, and both spiritual and mental health. This year, you all are examining very effectively how that is done. This approach is most needed in the black community, which suffers disproportionately from preventable diseases. In order to right this disparity, you all know that we need to continue leadership from individuals like you and from organizations like the National Black Caucus of State Legislators. I hope your time in Gotham City, Indianapolis, will re-energize you in your mission and so you can take back the knowledge that you've gained back to your respective communities and make sure that you partake in the activities and enjoy the game and get to know our city better, because we're hosting the Superbowl next year and we hope to have you back

then. So thank you for having me and God bless you.

BARBARA BALLARD: Thank you, Congressman Carson. Of course, we know that this event would not be possible without Eli Lilly and Company. And for many of you, I'm sure you know that Eli Lilly is based right here in Indianapolis. We thank Lilly for his continued support that has resulted in a wonderful legacy, 18 years for our Black America's Dialogue on Health conferences. And Mr. Nate Miles has been the person behind the scenes at Eli Lilly. He's dedicated to supporting this conference because our legislators work together to find solutions that help improve people's lives. Mr. Miles is the Director of State Government Affairs for the Northwest Region at Lilly USA. He is responsible for oversight, management of all state government relations, public affairs, and external relations activities in the Northwest. He has extensive experience in politics, government, economic development, and community engagement. We also think that he has at least an honorary degree in being a minister because he does a fine job keeping us on task and also by addressing those issues that make you think and that you become very emotional about and they make sense.

Mr. Miles's distinguished career has earned him numerous awards, including the "30 Leaders of the Future" by Ebony Magazine. Please give a warm welcome to Eli Lilly's Nate Miles, but especially the friend of the National Black Caucus of State Legislators. Nate Miles.

NATE MILES: Thank you so much, Representative Ballard. First giving honor to God, who is the head of my life. Wow, I actually get to be the Speaker of the House. I usually have a different view than that from up here. Maybe I will run for office one day. I really do want to welcome everyone here and just follow what Representative Carson said about all of you that have gathered today for such an auspicious occasion. I'm very proud of Eli Lilly and Company and the fact that we actually are a company that, you know, while not perfect, are doing a tremendous amount, especially in the areas of health disparities, which I personally have appealed to the company and have thanked them on many occasions. This isn't the only thing that Eli Lilly participates in. We're very active with the Urban League, with La Raza, with the National Medical Association, with the Congressional Black Caucus, and so many others. It's a company who really puts their mouth -- put their money where their mouth is and is really committed to eliminating these health disparities, to conferences like this, where real ideas are put on the table. And I remember Barbara when we were in Denver, and the President and CEO of our company said, we will be here as long as he is president of this company. There will be a relationship with NBCSL. And it was because of the work done by so many that have come over those 18 years, Calvin Smyre, Louis DeBerry, and other leadership of this organization. And so I want to thank you for being there, NBCSL.

You know, right now is so important as I go across this country and see so many of the needs that are out there. I can tell you that never before -- as we clap for NBCSL, we do that because never before has your

job been harder than it is right now. As we said yesterday, with resources declining and needs going up, hard hit in those areas that you represent. You represent, for the most part, the last, the least, the left out, the disinherited, the disenfranchised. All of the dis-, the disrespected, the just plain old dissed, people in this country. And when you look at your districts, you know what I'm talking about. The numbers are staggering. I'm not going to repeat those. You'll hear some of them by the panelists today. But know that this conference is about helping to equip you with what you need to go back to those districts, to have something in-hand, to have ideas, to have shared best practices, to have legislation -- legislative and policy ideas that maybe you will take to your state and turn into legislation or programs that is there to help someone. Because never before, as I said before, never before has it been so urgent. Dr. King said the fierce urgency of now, because now, Representative Armstrong, lives hang in the balance. Decisions that are made will definitely -- all of the fat and the budget and all of the rest of that stuff is just about down to the bone. The decisions now are life and death decisions. And it is going to require people who are unblinking, who are unwavering, who are most knowledgeable about what it is that they stand for and have no, absolutely no shame in their game about who it is they stand for. And you are the citadel of that.

I tell representative -- I tell this story because it's one of Representative Armstrong's favorite ones that I tell, but it is more true today than ever. There were two kids who were in school. And at this school, they had a policy that they were open with everything. And it was one of the best schools that you ever wanted to go to. And one day, one of the kids in the class, Big Jimmy, he told the teacher, he said, "Somebody stole my lunch." And she said, "Somebody stole your lunch?" So teacher brings everybody to order and she started looking around and wanting to find who had stolen the lunch, Representative Crawford. Who stole Big Jimmy's lunch? So they looked and they couldn't find it and they went to Timmy's desk. Little Timmy was sitting down and there were some crumbs on his desk and he said, "That was my lunch right there."

So the teacher brought Little Timmy forward. She said, "We have a rule in this class, we don't steal. If you steal in this class, it costs you ten whacks across your back. That's the rule. So you're going to have to take your punishment," because he admitted that he had stolen Big Jimmy's lunch. He got ready to take off his big puffy coat that you see the kids wear, but it was strange because it was hot outside. But when he took off this coat, you could see, Senator, that he didn't have a shirt on. And you could see his little skinny ribcage and he said he didn't mean to do it, Senator Joyner, but I didn't eat last night and I didn't this morning and I was hungry. She said, "Where's your shirt?" He said, "My mom didn't get a chance to wash it and she wouldn't let me wear it and so I just had to wear my big brother's coat." The teacher said, "Well, come on over here because you have your licking to take.

And as he got ready to come and he bent over the counter, over the teacher's desk, as she reared back

to hit him, from the crowd Big Jimmy said, "Wait a minute, teacher, do we have to?" She said, "That's the rules in this class. You steal something, you get ten lashes." She gets ready to hit him again, he said, "Hold on, hold on, teacher, hold on, hold on. It said that somebody has to get ten lashes, right?" And she said, "Yeah." So he said, "Well, then in that case, I want to take them for my little brother." And Big Jimmy went and he bent over Little Timmy and the teacher came down but instead of hitting Timmy, she hit Jimmy. And after about the second time, she couldn't do it anymore. Because she understood that the sacrifice Big Jimmy made for Little Timmy was one that had to be made and rules at some point have got to be changed.

The rules right now say that some of the things that are getting ready to happen to some of our disaffected communities are getting ready to help them. If you guys aren't prepared like Big Jimmy to lay down and to lay across the backs of some of these people, there's going to be a lot of Little Timmys that get almost beat to death during these next upcoming legislative sessions. So your chore and your task is to go back as best qualified and as best prepared as you can, and we hope that this conference will do that. And I know that somebody who has really gotten behind this whole effort inside of Eli Lilly is a woman that I'm very proud of.

Yolanda Johnson-Moton is a strategy consultant for us. And she develops strategies that align with national quality measures to meet health education goals and the needs of payers and providers to improve patient care. Back in 2009, she successfully launched an award-winning, NCQA-certified online health education program called Health Education Answers. And more recently, she launched a multi-channel health education platform, Lilly for Better Health, to broaden patient engagement and to access health education tools and resources. These are some of those books and so forth that you've seen me give out at the conferences. This is the sister behind all of that. She additionally lead an effort to enter Lilly USA into the social media space, recently creating the Lilly Health channel on YouTube so that all of the young people in your districts can now, because you know they're all online, they can find the information they need. I could go on and on. Her bio is in your pamphlet, but right now what I'd like to do is let you hear her in her own words. Ladies and gentlemen, Ms. Yolanda Johnson-Moton.

YOLANDA JOHNSON-MOTON: Good morning. What an honor and privilege to be here today to speak with you. And on behalf of Eli Lilly and Indianapolis, Indiana, I have to say it again, the home of the 2012 Superbowl, we welcome you. We welcome you. As he said, I'm Yolanda Johnson-Moton with Eli Lilly and I have been instrumental in some of these efforts because it's as passionate to my heart as it is to yours to make sure that we provide quality health care for all.

This year's theme is Disease Prevention through Transformative Living. Think about that, transformative living. It has a nice ring to it, doesn't it? It means doing something different. It means to change, to renovate, make over, to alter. Imagine a country where the majority transformed and converted to a

healthier lifestyle. To me, that means maybe better quality of life, perhaps a longer life, better communities. Think about it, transformative living. You know, we've all heard it takes a village and no words have ever been truer than today as we look at our communities, our leaders, our healthcare providers, and our organizations to help improve the health outcomes of our nation.

At Lilly, it's no secret that we take on research for the discovery of innovative and novel medications to help people. But what may not be as widely known is our commitment to prevention and wellness, the efforts to broaden the reach and access to health education resources to help Americans live healthier lives. And we know it's not always easy. This picture may look familiar to many of you. You know, sometimes our efforts do feel like an uphill battle. You know, if you recall from Greek mythology, King Sisyphus was compelled to roll this immense boulder uphill, only to watch it roll back down. And repeat it and repeat this throughout eternity.

You know, oftentimes we face similar situations. The challenge of getting the right information to the right patient at the right time. But I'm here to tell you there's good news because, you know what, with more ways than ever to communicate and reach individuals and communities, we can take a multi-channel approach, making sure that we get information to where people choose to receive it. When you look at the drivers of multi-channel communication, I mean you will agree with me, I'm sure, that there is a proliferation of communication channels and evolving technology. You know, we have email, snail mail, we use our neighborhood communities, our churches. We have websites, online communities, social media, videos, text messaging, and the like. And today, consumers are driving interactions based on preferences. You know, we've witnessed the shift in business dominance from the age of manufacturing in the early 1900s to the Age of Information in the 1990s. But I'm here to tell you we are now in the Age of the Consumer. In the 21st century, change will come from empowered individuals. And there's an increased emphasis on the delivery of quality care.

You know, with the passage of healthcare reform, national healthcare priorities are driven by several sources, including the government and other third party organizations with the intention of driving quality care improvement initiatives, as well as improving individual outcomes for patients. These efforts are nicely aligned with the conference's theme: Disease Prevention through Transformative Living, and Lilly's health and wellness initiative, Lilly for Better Health.

So you may be saying to yourself, what is Lilly for Better Health? Lilly for Better for Health is a multi-channel initiative offering health and wellness resources, programs, and tools to educate and inspire people to live a healthy and balanced lifestyle. It's a non-product branded platform that demonstrates our commitment to quality care beyond medicine. This initiative began five years ago, where Lilly for Better Health was a support resource to mental health issues, including open access to medication and Lilly programs that

supported not only patients, but their caregivers and the healthcare team. But today, in an effort to transform with the times, Lilly for Better Health has been updated and re-branded to be more consumer focused, user friendly, and interactive, with enhanced health education resources for patients and customers on a broader array of health topics. Our goal is to broaden the reach and access to health education resources for everyone.

Central to this initiative is the website, lillyforbetterhealth.com, which is very consumer friendly and multifaceted. It contains information for multiple groups. This includes patients, caregivers, advocacy organizations, policymakers. I mean, sections within this website include your health, focusing on health and wellness information to help patients make better choices, and offer interactive tools to help them understand their level of risk, test their health knowledge, and to help them engage and take steps toward a healthier lifestyle, including nutrition, exercise, emotional well-being to name a few. There's a health resource section within the website that provides health education materials in English and Spanish to address wellness and disease management topics using state-of-the-art e-publishing software to allow users a media-rich reading experience where they can view, print, download, or share materials using e-mail or the social media channels that they communicate within.

Now, we understand that being healthy is more than just physical health and that it encompasses many components, including your mental and spiritual well-being. And that's why Lilly is committed to partnering and collaborating with organizations such as yours to help engage, educate, and empower individuals and communities to live healthier, more active lives. The Lilly program section highlights programs that we develop or partner with to help patients reduce the risk and manage some of their conditions. One example of this is our FACE program, Fearless African Americans Connected and Empowered diabetes initiative. I mean, this is a grassroots movement empowering African Americans to help themselves, their neighbors, and their families to overcome barriers to living successfully with their Type II Diabetes. Other examples are our Hearts in Harmony program that helps patients recovering from a heart event. Hopefully through the forum today we can look for ways to prevent that heart event. And then our True Assist program that supports patients in getting the medicines they need to get healthy and stay healthy. And additionally, the website has another section that includes advocacy and policy issues because those are important to us as a pharmaceutical company, including our clinical diversity strategy, where Lilly is taking a leading role to increase minority participation and representation in clinical trials.

The next program within the element is our patient education piece, where we actually provide printed health education materials for patients and caregivers. You know, these include topics, diabetes, heart disease, depression, men's and women's health, and our wellness resources that are very popular such as A Healthy You: America's Guide to Living Healthy and Nutrition in the Fast Lane. But our health materials are different

because they're developed using sound health literacy principles so patients can understand the health information and feel empowered to act. Did you know that low health literacy affects more adult Americans than obesity, diabetes, HIV/AIDS, and breast cancer combined? That is profound. Over 90 million adult Americans have difficulty reading and understanding health information. But to that end, national initiatives are underway to provide everyone with access to accurate and actionable health information. And we at Lilly support that effort.

And as you can see, other elements to the program include robust conference exhibits that outreach to consumers, advocacy professional, and medical organizations to, again, look for channels to provide access to these valuable quality resources. And lastly, as Nate mentioned, we recently launched YouTube. We are now on social media. Let's see, I can get -- think I kept clicking. We're now on social media. The Lilly Health channel has arrived to YouTube because that's where people go to get information. It's an opportunity for us to provide videos on health education, innovation, and employing community outreach right where people choose to receive their information.

So as you see, it does definitely take a village, a multi-channel approach, and all of us together to make a difference in improving the health of our communities. And our commitment to advance this initiative can only be so far reaching. We do need your help. You can support the Lilly for Better Health initiative through your awareness efforts by placing a link or information on your website, providing printed materials within your district offices, helping to identify churches that are in need of health education resources, and collaborating with Lilly for conference speakers on various health topics. Together, we can make a difference toward disease prevention through transformative living. Thank you and enjoy the conference.

BARBARA BALLARD: Thank you very much, Ms. Yolanda Johnson-Moton. I hope you heard that message loud and clear. When we talked about working with Eli Lilly and that we were partners, the National Black Caucus of State Legislators and Eli Lilly, especially at list of what we see before us today, place some of that information and links on your website. That means your constituents get to see that as well.

Part of what we're talking about today is education, awareness, people helping themselves. And yet, as legislators, it's our job to provide a lot of that information. And again, when we start talking about spirituality, help identify churches in your district seeking health education materials. So for that we thank you very much for helping us.

For those of you listening or watching us on the Internet today, I would just like to share a little information about the National Black Caucus of State Legislators. Many of you may not know that we're over 600 members strong in 45 states, including the U.S. Virgin Islands. And we also represent over 50 million

diverse constituents. And we're trying to make a difference in the lives of all of those people. I've often said to legislators that we are privileged and honored to be serving in these positions. And we also work very hard to be elected. I'm going to next introduce our moderator for this conference today, Representative Beverly Earle, and she is the policy chairperson for the Health and Human Services committee. And Representative Earle is from North Carolina. She currently serve -- is serving her ninth term in the North Carolina House of Representatives. And for 2011 and 2012, Representative Earl serves on Appropriations and the subcommittee on Health and Human Services. I would just like to ask Representative Earle to come to the podium. And at this point, I will turn the conference over to her. Please welcome her.

BEVERLY EARLE: Good morning. As Barbara said, I am Beverly Earle. I represent a district in North Carolina, District 101 in Charlotte, North Carolina. And I would like to remind everyone that the Democratic National Convention will be in Charlotte, North Carolina next year. And we look forward to welcoming you.

And I am pleased, very pleased, to have the opportunity to chair the Health Committee for the National Black Caucus of State Legislators. And I'd just like to start off by saying that I hope everyone is as excited about this meeting and about our subject matter as I am. We have great panels and they have very, very valuable information that I'm hoping that we will be able to take some of this back to our districts and be able to implement some of the good things that we're going to hear today.

The Affordable Care Act presents the nation with new opportunities to expand access to healthcare for over 30 million uninsured Americans. Also to improve the quality of health for over 250 million folk that already have health coverage. The Affordable Care Act will expand preventive services, will address mental health with the same seriousness as we do physical health. Also, it will increase our education so we will be able to empower ourselves to live healthier lives, and that's what it's all about.

That brings us to today's program: Disease Prevention through Transformative Living. This will tie together the spiritual, the mental, and the physical health. We heard last night about holistic care. In the past, attempts to treat the whole person, alternative treatment, yoga, acupuncture, were all notions once relegated to the fringes of medicine. Not any longer. These notions have become more mainstream as folk have searched for whatever works. And I would just like to inject right here that over the years, I have tried many alternative health issues, health areas. And right now, I am receiving acupuncture. And I would just like to say that it has been very effective for a back problem that I have. Relaxing, choosing not to worry, forgiving, quieting our minds and spirits. We must include all of these as we do eating right, exercising, going to the doctor, taking medication. This meeting is about incorporating all of these into our healthcare.