



**ACTION  
COLLABORATIVE**  
*on Business Engagement in  
Building Healthy Communities*

## WEBINAR

# A CULTURE OF HEALTH FOR BUSINESS

### WHEN:

June 13, 2019

11:00am-12:30pm EST

This webinar will provide a brief overview of the Robert Wood Johnson Foundation's Culture of Health (COH) work with a focus on corporate America; a description of the recently launched COH for Business Framework and the 16 business practices that intersect with a Culture of Health; the role of the Global Reporting Initiative (GRI) in facilitating the adoption of the framework through the Culture of Health for Business Task Force and the GRI Standards.

### JOIN THE WEBINAR:

<https://nasem.zoom.us/j/776694345>

iPhone one-tap :

US: +16465588656,,776694345# or +16699006833,,776694345# Or

Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 646 558 8656 or +1 669 900 6833 or 888 475 4499 (Toll Free) or  
877 853 5257 (Toll Free)

Meeting ID: 776 694 345

### ABOUT THE COLLABORATIVE:

**Mission:** To catalyze and facilitate private sector partnerships and actions of business, health, community, and public sectors to work together to enhance the lives of workers and communities by improving the nation's health and wealth.

**Vision:** To create an active space where participants feel compelled to contribute to a transformational effort that makes powerful and measurable impact on business success, societal value and improves population health.

## SPEAKERS:

### **Victoria Brown**

Senior Program  
Officer, Robert Wood  
Johnson Foundation  
(RWJF)

### **Malcolm Fox**

Independent  
Consultant (former  
co-Director of RWJF  
Culture of Health for  
Business project with  
GRI)

### **Piya Baptista**

Manager, Program  
Implementation,  
Global Reporting  
Initiative (GRI)

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**Victoria Kumpuris Brown, Senior Program Officer**, joined the Robert Wood Johnson Foundation staff in 2015, bringing her exceptional experience in connecting business and healthcare to the battle against childhood obesity. Brown's demonstrated track record of mobilizing the business community around social imperatives began with her previous position as the Vice President for Strategic Alliances at the Alliance for a Healthier Generation, founded by the Clinton Foundation and American Heart Association. She led the Alliance's work with the food, beverage, and healthcare industries, helping them become part of the obesity solution through the facilitation of commitments to business practice changes that create healthier environments for children and families. Before joining the Alliance, Brown spent over a decade working in the public, private, and academic sectors on issues impacting families and communities. Brown holds a Master of Public Affairs from the Lyndon B. Johnson School of Public Affairs at the University of Texas at Austin and a B.A. in public policy from Washington and Lee University.

**Malcolm Fox** is an independent Consultant and former co-Director of RWJF Culture of Health for Business project with GRI. Malcolm has over 30 years of experience working in the field of sustainability for multi-nationals and non-profits in Europe, the U.S., and South America. He has held executive positions at the Global Initiative for Sustainability Reporting, The Sustainability Consortium and elsewhere. His undergraduate work is in chemistry and he graduated from the Global Executive MBA program jointly run by Columbia and London Business Schools.

**Piya Baptista, Manager, Program Implementation**, manages GRI's contributions towards the Robert Wood Johnson Foundation's Culture of Health for Business program. With thousands of reporters in over 90 countries, GRI provides the world's most trusted and widely used standards for sustainability reporting and disclosure. Piya is a sustainability and inclusive business specialist with 18 years of experience in Asia, Africa, and Latin America. She has worked with The World Bank and its private sector investment arm, the International Finance Corporation, supporting companies in sectors like health care, agriculture, information communications technologies, and education. Piya holds a Master of Science in Development Studies from the London School of Economics and Political Science.