



**Fifth Conference on Public Health, Law, and Obesity**

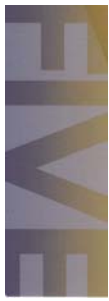
**A TIME FOR ACTION:**

**An Obesity Agenda for the Next Administration**

**Northeastern University School of Law: Dockser Hall – Boston, MA**

**Conference Agenda**

<b>Friday, September 19, 2008 – Dockser Hall Reception Area</b>	
6:00 pm to 8:00 pm	<i>Reception</i>
<b>Saturday, September 20, 2008 – Dockser Hall (2<sup>nd</sup> Floor)</b>	
8:00 am to 8:30 am	<i>Continental Breakfast</i>
8:30 am to 8:45 am	Introductory Remarks and Welcome: <ul style="list-style-type: none"> <li>• <b>Dick Daynard, PhD, JD</b> – Northeastern University School of Law; Public Health Advocacy Institute</li> <li>• <b>Emily Speiler, JD</b> – Northeastern University School of Law</li> </ul>
8:45 am to 9:15 am	Overview of the Public Health/Nutrition Picture: <ul style="list-style-type: none"> <li>• <b>Marion Nestle, PhD, MPH</b> – NYU Dep't Nutrition, Food Studies &amp; Public Health</li> </ul>
9:15 am to 9:45 am	Overview of the Legal and Policy Picture: <ul style="list-style-type: none"> <li>• <b>Marice Ashe, JD, MPH</b> – Public Health Law and Policy</li> </ul>
9:45 am to 10:30 am	Overview of Important Disparity Issues: <ul style="list-style-type: none"> <li>• <b>Robert Garcia, JD</b> – The City Project</li> <li>• <b>Judith Bell, MPA</b> - PolicyLink</li> </ul>
10:30 am to 10:45 am	<i>Break</i>
10:45 am to 11:15 am	Presidential Candidates' Statements on Obesity and Discussion
11:15 am to 12:30 pm	Economic and Social Aspects of Dietary Behavior: Discussion of adjusting social norms about food choice and consumption through changing cultural norms, and pricing strategies. <ul style="list-style-type: none"> <li>• <b>Frank Chaloupka, PhD</b> – University of Illinois at Chicago</li> <li>• <b>Michel Chauliac, MD</b> – French Ministry of Health</li> <li>• <b>Kathryn Henderson, PhD</b> – Rudd Center for Food Policy and Obesity, Yale University</li> <li>• <b>Jason Smith, JD, MTS</b> – University of Connecticut, School of Medicine</li> </ul>
12:30 pm to 1:45 pm	<i>Lunch</i>
1:45 pm to 3:00 pm	Federal Food/Nutrition Initiatives and Implications for Food Reform: Discussion of the recently reauthorized Farm Bill, including strategies to adjust the NSLP and implementation and future reauthorizations to address the obesity epidemic. Included will be a Q&A on nutrition standards and food system options. <ul style="list-style-type: none"> <li>• <b>Kenneth Hecht, JD</b> – California Food Policy Advocates</li> <li>• <b>Susan Roberts, JD, MS, RD</b> – Food and Society Policy Fellows Program</li> <li>• <b>James Weill, JD</b> – Food Research &amp; Action Center</li> </ul>



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Saturday, September 20, 2008 (continued)	
3:00 pm to 3:15 pm	<i>Break</i>
3:15 pm to 5:00 pm	<p>Marketing: Examination of food marketing and potential regulatory strategies both in the US and abroad.</p> <ul style="list-style-type: none"> <li>• <b>Kathy Baylis, PhD</b> – University of Illinois at Chicago</li> <li>• <b>Amandine Garde, PhD</b> – Centre of European Legal Studies, University of Exeter</li> <li>• <b>Neville Rigby</b> – International Obesity Task Force, London</li> <li>• <b>Emily York</b> – Advertising Age</li> </ul>
Sunday, September 21, 2008 Dockser Hall (2 <sup>nd</sup> Floor)	
8:30 am to 9:00 am	<i>Continental Breakfast</i>
9:00 am to 10:15 am	<p>Menu Labeling: Effective Menu Labeling Strategies from both the East and West Coast.</p> <ul style="list-style-type: none"> <li>• <b>Jane McKenzie, JD</b> – Prosecutor's Office, King County, WA</li> <li>• <b>Lynn Silver, MD</b> – New York City Department of Health and Mental Hygiene</li> <li>• <b>Paul Simon, MD, MPH</b> – Los Angeles County Department of Public Health</li> </ul>
10:15 am to 11:00 am	<p>Physical Activity and the Transportation Bill Reauthorization: Policy issues and solutions to increasing physical activity in children and adults through transportation policy, zoning, school policy adjustments, and regulation.</p> <ul style="list-style-type: none"> <li>• <b>Angie Craddock, ScD</b> – Harvard School of Public Health</li> </ul>
11:00 am to 11:15 pm	<i>Break</i>
11:15 am to 12:30 pm	<p>Policy Implications of Childhood and Adult Obesity: Allocating policy focus between childhood and adult obesity.</p> <ul style="list-style-type: none"> <li>• <b>Lori Dorfman, DrPH</b> – Berkeley Media Studies Group</li> <li>• <b>David Ludwig, PhD, MD</b> – Children's Hospital Boston</li> <li>• <b>Kevin Ryan, JD, MA</b> – Arkansas Center for Health Improvement</li> </ul>
12:30 pm	<i>Box Lunch and Adjourn</i>