Provisional Program - Revised

Join us in Ottawa on October 22-23, 2008 at the historic Fairmont Chateau Laurier Hotel, as health and food-policy experts, key policy-makers, journalists, and health advocates from across Canada and around the world explore how to reform public health nutrition policies. Attendees will examine proposals to strengthen school nutrition standards, nutrition information on labels and menus, food taxes, marketing to children, reformulating foods to minimize added salt and harmful fats, and much more. The Fairmont Château Laurier, located next door to the East Block, is known to some as the third chamber of Parliament.

Day 1: October 22, 2008
(7:45am – 6:30pm)

7:45am – 8:30am  On-Site Registration & Buffet Breakfast

8:30am – 8:45am  Welcome:
  • Mr. Bill Jeffery, National Coordinator, Centre for Science in the Public Interest (CSPI)

8:45am – 9:45am  Keynote Address: Population Health and Nutrition – From Pep Talks to Policy
  • Dr. Wilbert Keon, Senator and Chair of the Senate Subcommittee on Population Health

9:45am – 11:15am  Panel: Reformulating Food to Optimize the Consumer's Shelf-Life
  • Chair: Dr. Mary L'Abbé, Director, Bureau of Nutritional Science, Health Canada
  • Dr. Lawrence J. Appel, Professor of Medicine, Epidemiology and International Health (Human Nutrition), Johns Hopkins Bloomberg School of Public Health, and Chair of the Institute of Medicine's DRI panel on sodium
  • Ms. Gail Goldstein, Deputy Director, Cardiovascular Disease Prevention and Control Program, New York City Department of Health and Mental Hygiene
  • Ms. Rosemary Hignett, Head of Nutrition, Food Standards Agency (UK)
  • Mr. Jens Therkel Jensen, Deputy Head of Nutrition Division, Danish Veterinary and Food Administration, Ministry of Food, Agriculture and Fisheries, Denmark

11:15am – 11:30am  Health Break

11:30am – 12:30pm  Keynote Address: Nutrition in Public Health Policy Reform: Opportunity to be gained or lost?
  • Dr. Walter Willett, Chair, Department of Nutrition, and Fredrick John Stare Professor of Epidemiology and Nutrition, Harvard School of Public Health
12:30pm – 12:45pm  Buffet Lunch

12:45pm – 2:15pm  Lunch Panel: *Food Tax Reform – Digesting the $6 Billion Mandate*
- **Chair:** (TBA)
- Dr. Kathy Baylis, Assistant Professor, Agriculture and Consumer Economics, University of Illinois
- Rev. Dr. Mike Rayner, Director, British Heart Foundation Health Promotion Research Group, Department of Public Health, University of Oxford
- Mr. Jørgen Dejgaard Jensen, Senior Research Fellow, Institute of Food and Resource Economics, University of Copenhagen
- Mr. Bill Jeffery, National Coordinator, Centre for Science in the Public Interest (CSPI)

2:15pm – 2:30pm  Health Break

2:30pm – 4:00pm   Panel: *Food Labelling, Round Two*
- **Chair:** Ms. Leslie Beck, Registered Dietician and Nutrition Columnist for Globe and Mail/CTV
- Ms. Rosemary Hignett, Head of Nutrition, Food Standards Agency (UK)
- Dr. David Katz, Director and Co-Founder of the Yale-Griffin Prevention Research Center
- Mr. Tom Wappel, MP
- Ms. Gail Goldstein, Deputy Director, Cardiovascular Disease Prevention and Control Program, New York City Department of Health and Mental Hygiene

4:00pm – 4:45pm  Keynote Address:
- Mr. Stephen Lewis, Professor in Global Health, Faculty of Social Sciences, McMaster University and former UN Special Envoy for HIV/AIDS in Africa

4:45pm – 6:15pm  Panel: *Eye Candy—Marketing to Children and Healthy Child Development*
- **Chair:** (TBA)
- Dr. Brian Cook, Research Consultant, Healthy Living, Disease Prevention, Toronto Public Health
- Ms. Shari Graydon, Author of *Made You Look – How Advertising Works and Why You Should Know*, Director, Media Action, and former Director of Communications for, then Premier of British Columbia, the Hon. Ujjal Dosanjh
- Mr. Peter Julian, MP
- Dr. Jennifer L. Harris, Director of Marketing Initiatives, Rudd Center for Food Policy and Obesity, Yale University
- Mme. Pascale Valois, Freelance Consultant, LL.M., and Candidate at Université du Québec à Montréal

6:15pm – 6:30pm   Wrap-Up
Day 2: October 23, 2008
(8:00am – 6:00pm)

8:00am – 8:30am  Buffet Breakfast

8:30am – 9:15am  Keynote Address: *Toward a National Food Policy for Canada*
• The Honourable Dr. Carolyn Bennett, PC, MP, Liberal Party Critic for Public
  Health, Seniors, Canadians with Disabilities and the Social Economy and
  former Minister of State for Public Health

9:15am – 10:00am  Plenary: *Getting to Yes…Minister: Guide to networking and briefing the feds*
• Mr. Bill Jeffery, National Coordinator, Centre for Science in the Public
  Interest (CSPI)

10:00am – 2:00pm  Policy Dialogues *(The subject matter, times, and locations of pre-arranged
  meetings among delegates and federal or provincial government decision-
  makers will be communicated to participating delegates immediately prior to the
  conference.)*

Lunch:  Caucus, brownbag or other lunch arrangements to be coordinated by
conference caucus designates or individual delegates.

2:00pm – 3:00pm  Report to Plenary

3:00pm – 3:15pm  Health Break

3:15pm – 4:45pm  Panel: *Food for Thought: Minding the Lunch Money*
• *Chair:* (TBA)
• Dr. Mary L. McKenna, Professor, Faculty of Kinesiology, University of New
  Brunswick, and Nutrition Consultant to the World Health Organization
  (WHO) on its Global Framework on School Health
• Ms. Tracy A. Fox, President, Food, Nutrition & Policy Consultants, LLC,
  and Member of the Institute of Medicine (IOM) "Committee on Nutrition
  Standards for Foods in Schools," and the "Committee to Review the National
  School Lunch and School Breakfast Program Meal Patterns and Standards"
• Dr. David McKeown, Medical Officer of Health, Toronto Public Health
• Ms. Heather-jane Robertson, Best-Selling Author and National Vice-
  President of the Canadian Centre for Policy Alternatives

4:45pm – 5:45pm  Closing Plenary: (TBA)

5:45pm – 6:00pm  Wrap-Up