



INSTITUTE OF MEDICINE

OF THE NATIONAL ACADEMIES

TENTATIVE AGENDA

New Challenges and Opportunities in Food Marketing to Children and Youth: A Workshop

Hosted by the IOM Standing Committee on Childhood Obesity Prevention

November 5, 2012

Keck Center of the National Academies, Room 100
500 5th Street, NW, Washington DC

Welcome and Opening Remarks

- 9:30 am** **Welcome and Overview of the Food Marketing Landscape**
Shiriki Kumanyika, University of Pennsylvania
- 9:40** *Ellen Wartella, Northwestern University*

Emerging Issues in Understanding the Current Food Marketing Environment

Moderator: Ellen Wartella, Northwestern University

- 10:00** **Integrated Marketing Communications**
Meme Drumwright, The University of Texas at Austin
- Marketing to Adolescents**
Kathryn Montgomery, American University
- Targeted Marketing: Low-Income and Minority Communities**
Jerome Williams, Rutgers University
- 10:45** **Moderated Intra-Panel Discussion**
- 11:05** **Q&A/Discussion with Audience**
- 11:30** **LUNCH** (on your own)

Innovations in Industry Practices

Moderator: David Britt, Retired, Sesame Workshop

- 12:30** **Healthy Food Marketing Initiatives in Retail Chains**
Cathy Polley, Food Marketing Institute

Update on the Children’s Food and Beverage Advertising Initiative (CFBAI): Progress to Date and Future Directions

Elaine Kolish, CFBAI

Changing Company-Wide Marketing Practices: The Example of the Walt Disney Company

Heather Rubin, The Walt Disney Company

Monitoring and Evaluating Industry Innovations

Jennifer Harris, Yale University Rudd Center for Food Policy & Obesity

1:30 Moderated Intra-Panel Discussion

1:50 Q&A/Discussion with Audience

2:10 BREAK

Emerging Policy Initiatives and Communication Strategies

Moderator: Kelly Brownell, Yale University Rudd Center for Food Policy & Obesity

2:30 Parent-Led Communication Strategies

Monifa Bandele , MomsRising

Youth-Led Communication Strategies

Terry Huang, University of Nebraska Medical Center

Counter-Marketing: Applying Lessons Learned from the truth® Anti-Tobacco Campaign

Cheryl Heaton, American Legacy Foundation

Legal and Policy Challenges and Opportunities

Samantha Graff, ChangeLab Solutions

International Innovations

Tim Lobstein, International Association for the Study of Obesity (via videoconference)

3:45 Moderated Intra-Panel Discussion

4:05 Q&A/Discussion with Audience

Closing Remarks

4:30 pm Moving Forward: Where Do We Go From Here?

Bill Dietz, Retired, Centers for Disease Control and Prevention

4:50 Q&A/Discussion with Audience

5:00 ADJOURN