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 Healton, 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