



INSTITUTE OF MEDICINE

OF THE NATIONAL ACADEMIES

Workshop on Legal Strategies in Childhood Obesity Prevention Standing Committee on Childhood Obesity Prevention

20F Conference Center
20 F Street, NW, Washington, DC
October 21, 2010

Welcome, Introduction, and Workshop Overview

8:30 – 8:45 *Shiriki Kumanyika, University of Pennsylvania, Standing Committee Chair*
Kelly Brownell, Yale University, Chair of Planning Committee, Standing Committee Member

Lessons Learned from Other Areas

8:45 – 9:15 *Stephen Teret, Johns Hopkins Bloomberg School of Public Health*

Improving Food Marketing and Labeling Practices

9:15 – 10:00 **Moderator:** *Mary Story, University of Minnesota, Standing Committee and Planning Committee Member*

Food Industry Perspectives and Roles: *Scott Faber, Grocery Manufacturers Association*
FTC Authority and Actions: *David Vladeck, Federal Trade Commission*
FDA Menu Labeling, Nutrition Labeling, and Health Claims: *Barbara Schneeman and Michael Landa, Center for Food Safety and Applied Nutrition, FDA*

10:00 – 10:30 Discussion/Audience Q&A

10:30 – 10:45 Break

Improving Food Sales and Restaurant Practices

10:45 – 11:30 **Moderator:** *Shiriki Kumanyika*

Innovative Uses of Government Authority: *Jennifer Pomeranz, Yale University*
Food Industry Perspectives and Roles: *Joan Rector McGlockton, National Restaurant Association*
Using Taxes to Influence Food Purchasing and Obesity: *Lisa Powell, University of Illinois, Chicago*

11:30 – 12:00 Discussion/Audience Q&A

12:00 – 1:00 Lunch

Using the Law to Increase Physical Activity in Schools and Communities

1:00 – 1:45 **Moderator:** *Russell Pate, University of South Carolina, Standing Committee Member*

Civil Rights and Social Justice Strategies: *Robert Garcia, The City Project, Los Angeles*
Increasing Physical Activity in Communities: *Marice Ashe, Public Health Law and Policy*

1:45 – 2:15 Discussion/Audience Q&A

Using Litigation to Make Change

2:15 – 3:00 **Moderator:** *Stephen Sugarman, University of California, Berkeley*

Lessons and Opportunities: *Mark Gottlieb, Public Health Advocacy Institute, MA and Michael Jacobson, Center for Science in the Public Interest*
Food Industry Perspective and Roles: *Joseph Price, Faegre and Benson, Minneapolis*

3:00 – 3:30 Discussion/Audience Q&A

3:30– 3:45 Break

State and Local Obesity Prevention Strategies and Players

3:45 – 4:30 **Moderator:** *Joseph Thompson, Arkansas Center for Health Improvement, Standing Committee and Planning Committee Member*

City and County Actions: *James Krieger, Seattle and King County Public Health*
Role of State Attorneys General: *William Sorrell, Attorney General of Vermont*
Statutory and Regulatory Models for Improving Child Care Settings: *Sara Benjamin Neelon, Duke University*

4:30 – 5:00 Discussion/Audience Q&A

5:00 -5:15 Closing Remarks

William Dietz, Standing Committee and Planning Committee Member