## Advancing Effective Obesity Communications
### A Workshop

**September 16, 2019**  
National Academy of Sciences Building  
Lecture Room  
2101 Constitution Avenue, NW  
Washington, DC 20001

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 8:30 AM| Welcome  
*Nico Pronk, Chair, Roundtable on Obesity Solutions* |
|        | **SESSION 1: Where Are We? An Overview of Communications and the Communications Environment** |
| 8:35 AM| Facilitator: Megan Nechanicky, General Mills  
Presentation: Adelaide Feuer, Edelman  
Presentation: Vish Viswanath, Harvard University |
|        | Panel Discussion on Obesity Solutions Communications Environment  
Rebecca Puhl, University of Connecticut  
Suzi Gates, Centers for Disease Control and Prevention |
|        | Audience Q&A |
| 10:05 AM| Workshop Overview  
*Sylvia Rowe, SR Strategy, LLC, Planning Committee Chair* |
| 10:15 AM| **PHYSICAL ACTIVITY BREAK** |
|        | **SESSION 2: What Are We Learning? What's Working and What's Challenging?** |
| 10:30 AM| Obesity Solutions Communications Landscape  
*Facilitator: Liz Skrbkova, Novo Nordisk* |
|        | Speakers:  
- Patricia Nece, Obesity Action Coalition  
- Brian Dunn, Concentric Health Experience  
- Christopher Gallagher, Potomac Currents  
- Brian Southwell, RTI International and Duke University |
|        | Audience Q&A |
| 12:00 PM| LUNCH |
### SESSION 3: Moving Forward. Where Should We Focus?

1:00 PM  
**Facilitators:** Carol Byrd-Bredbenner, Rutgers University & Suzi Gates, Centers for Disease Control and Prevention

*Gary Foster, WW (formerly called Weight Watchers, Inc.)*

*Luis Garcia, MarketVision*

*Marla Hollander, Voices for Healthy Kids, American Heart Association*

*Paula Clayton, National Association of Chronic Disease Directors*

2:30 PM  
PHYSICAL ACTIVITY BREAK

2:45 PM  
Facilitated Discussion / Audience Q&A

### SESSION 4: Reflections. Advancing Effective Communications of Obesity Solutions

3:15 PM  
**Facilitator:** April Oh, National Cancer Institute, National Institutes of Health

Opening Remarks

Panel:

*Vish Viswanath, Harvard University*

*Patricia Nece, Obesity Action Coalition*

*Dietram Scheufele, University of Wisconsin-Madison*

*Kevin Ronneberg, Health Partners, Inc.*

Interactive Audience Discussion

4:30 PM  
Closing

*Sylvia Rowe, Planning Committee Chair*