Advancing Effective Obesity Communications
A Workshop

September 16, 2019

National Academy of Sciences Building
Lecture Room
2101 Constitution Avenue, NW
Washington, DC 20001

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?**

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| 1:00 PM | Facilitators: Carol Byrd-Bredbenner, Rutgers University & Suzi Gates, Centers for Disease Control and Prevention  
akah Foster, WW (formerly called Weight Watchers, Inc.)  
Luis Garcia, MarketVision  
Allyson Frazier, 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**

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<tr>
<td>3:15 PM</td>
<td>Facilitator: April Oh, National Cancer Institute, National Institutes of Health</td>
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<td>Opening Remarks</td>
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|        | 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                                 |