



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?

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

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

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