



**INSTITUTE OF MEDICINE**  
OF THE NATIONAL ACADEMIES

## **Workshop on Measurement Strategies for Accelerating Progress in Obesity Prevention**

Arnold and Mabel Beckman Center of the National Academies  
100 Academy Way, Irvine, CA  
March 23–24, 2011

**PURPOSE** 1) Explore and understand the ways that measurement techniques, strategies, and data sources can impede and or promote acceleration of progress toward prevention of obesity.  
2) Understand what additional knowledge regarding assessments of environments and policies is needed to measure progress of obesity prevention.

### **DAY 1: WEDNESDAY, MARCH 23**

**Noon** **Welcome and Opening Remarks**

*Bill Purcell\*, Harvard University*

**12:15** **PANEL I: The Physical Activity, Inactivity, and Built Environments: Current and Potential Sources of Measures for Assessing Progress in Obesity Prevention**

**Moderator:** *Bill Kohl\*, University of Texas School of Public Health and University of Texas–Austin*

**Speakers:**

*James F. Sallis, San Diego State University*

*Christine Hoehner, Washington University*

**1:30** **PANEL II: The Food and Nutrition Environments: Current and Potential Sources of Measures for Assessing Progress in Obesity Prevention**

**Moderator:** *Steven H. Kelder\*, University of Texas School of Public Health–Austin*

**Speakers:**

*Karen Glanz, University of Pennsylvania*

*Susan M. Krebs-Smith, National Cancer Institute*

**2:45** **BREAK**

**3:00** **PANEL III: Cross-Cutting Issues: Current and Potential Sources of Measures for Assessing Progress in Obesity Prevention**

**Moderator:** *Patricia B. Crawford\*, University of California–Berkeley*

**Speakers:**

*Robert M. Malina, University of Texas–Austin and Tarleton State University*

*Robin McKinnon, National Cancer Institute*

*Roland Sturm, RAND*

**4:30** **ADJOURN**

**DAY 2: THURSDAY, MARCH 24**

- 8:30 am** Welcome and Re-Cap of Day 1  
*Bill Purcell\*, Harvard University*
- 8:45** **PANEL IV: Marketing and Industry Measures and Evaluations**  
**Moderator:** *Ellen Wartella\*, Northwestern University*  
**Speakers:**  
*Victoria Rideout\*, VJR Consulting*  
*Shu Wen Ng, University of North Carolina–Chapel Hill (via web)*  
*Robert C. Hornik, University of Pennsylvania (via web)*
- 10:15** BREAK
- 10:30** **PANEL V: State and Community Reach**  
**Moderator:** *Eduardo J. Sanchez\*, Blue Cross and Blue Shield of Texas*  
**Speakers:**  
*Maya Rockey Moore, Global Policy Solutions and Leadership for Healthy Communities*  
*Laura Kettel Khan, Centers for Disease Control and Prevention*  
*Amy A. Eyler, Washington University (via web)*  
*Jamie Chriqui\*, University of Illinois–Chicago*  
*Brian Cole, University of California–Los Angeles*
- 12:45 pm** LUNCH
- 1:45** **PANEL VI: Disparities and Measurement**  
**Moderator:** *Shiriki Kumanyika\*, University of Pennsylvania*  
**Speakers:**  
*Sarah Samuels, Samuels & Associates*  
*Carlos J. Crespo, Portland State University*  
*Sonya Grier, American University*
- 3:30** BREAK
- 3:40** **CLOSING SESSION: Themes of the Workshop and Next Steps**  
**Speaker:**  
*Robin McKinnon, National Cancer Institute*
- 4:00** ADJOURN

\*Member of the IOM Committee on Accelerating Progress in Obesity Prevention

NOTE: Videos and PowerPoint slides will be available at [www.iom.edu/acceleratingobesityprevention](http://www.iom.edu/acceleratingobesityprevention) in the weeks following the workshop.