

**Standing Committee on Evidence Synthesis and
Communications in Diet and Chronic Disease Relationships**

Best Practices for Effective Nutrition Communications

Open Meeting Agenda

September 21, 2022

9:00 A.M. – 4:30 P.M. EST

Location: Virtual

MORNING OPEN SESSION – MESSAGE and MESSENGER

- 9:00 A.M. Opening Remarks: Building a Framework for Effective Nutrition Communications in a Dynamic Media Landscape**
- Bruce Y. Lee, City University of New York School of Public Health
- 9:20 A.M. Scientific Platforms – Journals (Panel)**
Moderator: Rodolphe Barrangou, North Carolina State University
- Alfredo Morabia, American Journal of Public Health
- Christopher Duggan, The American Journal of Clinical Nutrition
- Joseph Alpert, The American Journal of Medicine
- John Pham, Cell
- Anne Mullen, Nature Food
- 10:30 A.M. General Media – Print (Panel)**
Moderator: Alice Lichtenstein, Tufts University
- James Hamblin, Yale School of Public Health
- Tara Parker-Pope, The Washington Post
- Gina Kolata, The New York Times
- Dhruv Khullar, The New Yorker
- Jared Hopkins, The Wall Street Journal
- 11:45 A.M. Break**
- 12:00 P.M. TV/Radio (Panel)**
Moderator: Ronald Kleinman, Massachusetts General Hospital for Children
- Jeanette Betancourt, Sesame Workshop
- Renny Lewis, NBC News
- Maria Godoy, NPR

- 1:00 P.M. Social Media (Panel)**
Moderator: Bruce Y. Lee, City University of New York School of Public Health
- Echo Warner, University of Utah
 - Timothy Caulfield, University of Alberta
 - Eric Topol, Scripps Research
 - Tamar Haspel, Author

2:00 P.M. Break

AFTERNOON OPEN SESSION – MODE AND AUDIENCE

- 2:30 P.M. Other/Alternative Media (Panel)**
Moderator: Chirag Patel, Harvard Medical School
- Latif Nasser, Netflix (Connected), NY Public Radio (Radiolab)
 - Susanna Pollack, Games for Change
 - Sam Jones, science podcast producer
 - Jay Winsten, Harvard T.H. Chan School of Public Health
- 3:30 P.M. The Impact of Communications on Behavior Change and Health Outcomes (Panel)**
Moderator: Susan Scrimshaw, former President, Russell Sage College, former Dean, UIC School of Public Health
- Marie Bragg, New York University
 - Debra Eschmeyer, Original Strategies
 - Erica Rosenthal, University of Southern California Norman Lear Center
 - Cinnamon Bloss, University of California, San Diego

4:25 PM Concluding remarks
Bruce Y. Lee, City University of New York School of Public Health

4:30 P.M. Adjourn Afternoon Session

END OF MEETING