



Provisional Program - Revised

Join us in Ottawa on October 22-23, 2008 at the historic Fairmont Chateau Laurier Hotel, as health and food-policy experts, key policy-makers, journalists, and health advocates from across Canada and around the world explore how to reform public health nutrition policies. Attendees will examine proposals to strengthen school nutrition standards, nutrition information on labels and menus, food taxes, marketing to children, reformulating foods to minimize added salt and harmful fats, and much more. The Fairmont Chateau Laurier, located next door to the East Block, is known to some as the third chamber of Parliament.

Day 1: October 22, 2008 (7:45am – 6:35pm)

- 7:45am – 8:30am** **On-Site Registration & Buffet Breakfast**
- 8:30am – 8:45am** **Welcome:**
- Mr. Bill Jeffery, National Coordinator, Centre for Science in the Public Interest (CSPI)
- 8:45am – 9:45am** **Keynote Address: *Population Health and Nutrition—From Pep Talks to Policy***
- Dr. Wilbert Keon, Senator and Chair of the Senate Subcommittee on Population Health
- 9:45am – 11:15am** **Panel: *Reformulating Food to Optimize the Consumer's Shelf-Life***
- *Chair:* Dr. Mary L'Abbé, Director, Bureau of Nutritional Science, Health Canada
 - Dr. Lawrence J. Appel, Professor of Medicine, Epidemiology and International Health (Human Nutrition), Johns Hopkins Bloomberg School of Public Health, and Chair of the Institute of Medicine's DRI panel on sodium
 - Ms. Gail Goldstein, Deputy Director, Cardiovascular Disease Prevention and Control Program, New York City Department of Health and Mental Hygiene
 - Ms. Rosemary Hignett, Head of Nutrition, Food Standards Agency (UK)
 - Mr. Jens Therkel Jensen, Deputy Head of Nutrition Division, Danish Veterinary and Food Administration, Ministry of Food, Agriculture and Fisheries, Denmark
- 11:15am – 11:30am** **Health Break**
- 11:30am – 12:30pm** **Keynote Address: *Nutrition in Public Health Policy Reform: Opportunity to be gained or lost?***
- Dr. Walter Willett, Chair, Department of Nutrition, and Fredrick John Stare Professor of Epidemiology and Nutrition, Harvard School of Public Health

- 12:30pm – 12:45pm** **Buffet Lunch**
- 12:45pm – 2:15pm** **Lunch Panel: *Food Tax Reform – Digesting the \$6 Billion Mandate***
- *Chair:* Mr. Wayne Kondro, News Editor, *Canadian Medical Association Journal*
 - Dr. Kathy Baylis, Assistant Professor, Agriculture and Consumer Economics, University of Illinois
 - Rev. Dr. Mike Rayner, Director, British Heart Foundation Health Promotion Research Group, Department of Public Health, University of Oxford
 - Mr. Jørgen Dejgaard Jensen, Senior Research Fellow, Institute of Food and Resource Economics, University of Copenhagen
 - Mr. Bill Jeffery, National Coordinator, Centre for Science in the Public Interest (CSPI)
- 2:15pm – 2:30pm** **Health Break**
- 2:30pm – 4:00pm** **Panel: *Food Labelling, Round Two***
- *Chair:* Ms. Leslie Beck, Registered Dietician and Nutrition Columnist for Globe and Mail/CTV
 - Ms. Rosemary Hignett, Head of Nutrition, Food Standards Agency (UK)
 - Dr. David Katz, Director and Co-Founder of the Yale-Griffin Prevention Research Center
 - Mr. Tom Wappel, Former Member of Parliament, Scarborough Southwest
 - Ms. Gail Goldstein, Deputy Director, Cardiovascular Disease Prevention and Control Program, New York City Department of Health and Mental Hygiene
- 4:00pm – 5:00pm** **Keynote Address:**
- Mr. Stephen Lewis, Professor in Global Health, Faculty of Social Sciences, McMaster University and former UN Special Envoy for HIV/AIDS in Africa
- 5:00pm – 6:30pm** **Panel: *Eye Candy—Marketing to Children and Healthy Child Development***
- *Chair:* Ms. Virginia Smart, Producer, CBC Television, *Marketplace*
 - Dr. Brian Cook, Research Consultant, Healthy Living, Disease Prevention, Toronto Public Health
 - Ms. Shari Graydon, Author of *Made You Look – How Advertising Works and Why You Should Know*, Director, Media Action, and former Press Secretary for, then Premier of British Columbia, the Hon. Ujjal Dosanjh
 - Dr. Jennifer L. Harris, Director of Marketing Initiatives, Rudd Center for Food Policy and Obesity, Yale University
 - Mme. Pascale Valois, Freelance Consultant, LL.M., and Candidate at Université du Québec à Montréal
- 6:30pm – 6:35pm** **Wrap-Up**

**Day 2: October 23, 2008
(8:00am – 5:00pm)**

- 8:00am – 8:30am** **Buffet Breakfast**
- 8:30am – 9:15am** **Keynote Address: *Toward a National Food Policy for Canada***
- The Honourable Dr. Carolyn Bennett, PC, MP, Liberal Party Critic for Public Health, Seniors, Canadians with Disabilities and the Social Economy and former Minister of State for Public Health
- 9:15am – 10:00am** **Plenary: *Getting to Yes...Minister: Guide to networking and briefing the feds***
- Mr. Bill Jeffery, National Coordinator, Centre for Science in the Public Interest (CSPI)
- 10:00am – 2:00pm** **Policy Dialogues** (*The subject matter, times, and locations of pre-arranged meetings among delegates and federal or provincial government decision-makers will be communicated to participating delegates immediately prior to the conference.*)
- Lunch:** *Brown bag lunch for those participating in the Policy Dialogues*
- 2:00pm – 3:00pm** **Report to Plenary**
- 3:00pm – 3:15pm** **Health Break**
- 3:15pm – 4:45pm** **Panel: *Food for Thought: Minding the Lunch Money***
- *Chair:* Sarah Schmidt, Senior Writer, Consumer Affairs, Canwest News Service
 - Dr. Mary L. McKenna, Professor, Faculty of Kinesiology, University of New Brunswick, and Nutrition Consultant to the World Health Organization (WHO) on its Global Framework on School Health
 - Ms. Tracy A. Fox, President, Food, Nutrition & Policy Consultants, LLC, and Member of the Institute of Medicine (IOM) "Committee on Nutrition Standards for Foods in Schools"
 - Dr. David McKeown, Medical Officer of Health, Toronto Public Health
 - Ms. Heather-jane Robertson, Best-Selling Author and National Vice-President of the Canadian Centre for Policy Alternatives
- 4:45pm – 5:00pm** **Wrap-Up**