



AGENDA

July 14-15, 2005

Perspectives on Marketing, Self-Regulation, & Childhood Obesity

Day One:

8:00 AM **Registration**

9:00 AM **Welcome and Introduction**

Keynote Remarks

Chairman Deborah Platt Majoras
Federal Trade Commission

Dr. Lester Crawford
Acting Commissioner, Food and Drug Administration

9:30 AM **Congressional Remarks**

Senator Tom Harkin (Iowa)

9:45 AM **Presentation: Overview of Health Risks with Childhood Obesity and the Research Concerning the Factors Related to Childhood Obesity**

Dr. William Dietz
Director, Division of Nutrition and Physical Activity, CDC, HHS

10:15 AM **Presentation: Ongoing FTC Staff Research Concerning Food Advertising to Children on Television**

Dr. Pauline M. Ippolito
Associate Director, Bureau of Economics, FTC

10:30 AM Break

10:45 AM Panel 1: The Past, Present, and Future of Marketing of Foods to Children

Moderators: Thomas B. Pahl
Assistant Director for Advertising Practices, FTC

Dr. Van S. Hubbard
Director, Division of Nutrition Research Coordination,
NIH, HHS

Panelists:

- Dr. Nancy M. Childs, Professor of Food Marketing,
St. Joseph's University
- Brady Darvin, Senior Director, Strotzman International
- Dr. Sonya A. Grier, Robert Wood Johnson Health &
Society Scholar, University of Pennsylvania
- Jeffrey McIntyre, Senior Legislative and Federal Affairs
Officer, American Psychological Association
- Dr. Elizabeth S. Moore, Associate Professor of Marketing,
University of Notre Dame
- Dick O'Brien, Executive Vice President, Director of
Government Relations, American Association of
Advertising Agencies

12:00 noon Questions from the Audience

12:15 PM Lunch Break

1:15 PM Remarks

Commissioner Pamela Jones Harbour
Federal Trade Commission

**1:30 PM Panel 2-A: Current Industry Efforts to Market Foods to Help Improve
Children's Health, Including Changes in Products and
Packaging**

Moderators: Maureen Ohlhausen
Director, Office of Policy Planning, FTC

Dr. Mary B. Mazanec
Director, Division of Public Health Services, ASPE, HHS

Panelists:

- Michael Donahue, Vice President, U.S. Communications and Customer Satisfaction, McDonald's USA
- Bob Goldin, Executive Vice President, Technomic, Inc.
- Kendall J. Powell, Executive Vice President and COO, U.S. Retail, General Mills
- Dr. Rebecca S. Reeves, President, American Dietetic Association
- Abigail L. Rodgers, Vice President of Wellness Strategies and Communication, The Coca-Cola Company
- Dr. Lisa Sutherland, Research Assistant Professor, University of North Carolina

2:30 PM Questions from the Audience

2:45 PM Panel 2-B: **Current Industry Efforts to Market Foods to Help Improve Children's Health, Including Changes in Advertising and Marketing**

Moderators: Michelle K. Rusk
Senior Attorney, FTC

Dr. Howard Zucker
Deputy Assistant Secretary for Health, HHS

Panelists:

- Dr. Daniel S. Acuff, Co-Founder and Director, YMS Consulting
- Mark H. Berlind, Executive Vice President, Global Corporate Affairs, Kraft Foods
- Linda Brugler, Nutrition Marketing Manager, Produce for Better Health Foundation
- Dr. Carol Byrd-Bredbenner, Professor of Nutrition and Extension Specialist, Rutgers University
- Alan Harris, Executive Vice President, Chief Marketing and Customer Officer, Kellogg Company
- Brock Leach, Senior Vice President, New Growth Platforms, and Chief Innovation Officer, PepsiCo, Inc.
- Bob McKinnon, Founder and President, YELLOWBRICKROAD Communications

3:45 PM Questions from the Audience

4:00 PM Break

9:00 AM **Panel 4:** **Current Self-Regulatory and Other Standards for Marketing Food to Children**

Moderators: Richard F. Kelly
Senior Attorney, FTC

Dr. Barbara Schneeman
Director, Office of Nutritional Products, Labeling,
and Dietary Supplements, CFSAN, FDA, HHS

Panelists:

- Charlotte Hebebrand, Food Safety, Health and Consumer Affairs Section, European Commission Delegation
- Elizabeth L. Lascoux, Director, Children's Advertising Review Unit
- Patti Miller, Vice President and Director of the Children & the Media Program, Children Now
- Dr. Kathryn Montgomery, Professor of Communication, American University
- Wally Snyder, President and CEO, American Advertising Federation
- Dr. Margo Wootan, Director of Nutrition Policy, Center for Science in the Public Interest

10:15 AM **Questions from the Audience**

10:30 AM **Open Forum**

11:00 AM **Break**

11:15 AM **Panel 5:** **Next Steps – What Should the Government and the Private Sector Do to Help Make Children's Diets Healthier and Encourage Responsible Marketing**

Moderators: Mary K. Engle
Associate Director for Advertising Practices, FTC

Dr. Michael O'Grady
Assistant Secretary for Planning and Evaluation, HHS

Presentation: Overview of the Institute of Medicine Studies
Addressing the Marketing of Food & Beverages to
Children

Vivica Kraak
Senior Program Officer, Food and Nutrition Board, IOM

Panelists:

- Mark H. Berlind, Executive Vice President, Global Corporate Affairs, Kraft Foods
- Dan Jaffe, Executive Vice President, Association of National Advertisers
- Dr. Penny Kris-Etherton, Nutrition Committee, American Heart Association
- Brock Leach, Senior Vice President, New Growth Platforms, and Chief Innovation Officer, PepsiCo, Inc.
- C. Manly Molpus, President and CEO, Grocery Manufacturers of America
- Dr. Susan Linn, Associate Director of the Media Center, Judge Baker Children's Center and Harvard Medical School
- Dr. Donald Lee Shifrin, Task Force on Obesity, American Academy of Pediatrics

12:45 PM Closing Remarks

Dr. Michael O'Grady
Assistant Secretary for Planning and Evaluation, HHS

Lydia B. Parnes
Director, Bureau of Consumer Protection, FTC

Please Note: Due to space constraints, persons will be admitted to the FTC Conference Center, 601 New Jersey Avenue, N.W., on a first-come, first-served basis beginning at 8:00 AM on each day of the workshop. Pre-registration does not guarantee that space will be available. Workshop attendees may not save seats for others. Overflow seating will be available at the FTC Headquarters Building, 600 Pennsylvania Avenue, N.W.

Workshop attendees must undergo security screening each time they enter the building, and will need to show a valid form of photo identification, such as a driver's license.

The FTC Conference Center is accessible to people with disabilities. If you need an accommodation related to a disability, please call Todd Dickey at 202-326-3648.

