

# AGENDA



**9:00 AM** Welcome and Introduction by **Mary K. Engle, Associate Director, Advertising Practices, Federal Trade Commission**

**Keynote Remarks by [Chairman Deborah Platt Majoras](#), Federal Trade Commission**

**9:30 AM** **Presentations: Self-Regulatory Initiatives**

*These presentations will showcase self-regulatory initiatives that aim to create positive changes in how food is marketed and made available to children.*

[Elaine D. Kolish](#), Director, Children's Food and Beverage Advertising Initiative, Council of Better Business Bureaus, Inc.

[Kimberly Stitzel](#), Alliance for a Healthier Generation

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

**10:30 AM** **Break**

**10:45 AM** **Presentations: Food Company Initiatives**

*These presentations will showcase two food companies' efforts to address childhood obesity.*

[Lance Friedmann](#), Senior Vice President of Health & Wellness and Sustainability, Kraft Foods Inc. [[view video](#) from his presentation]

[Christina L. Shea](#), Senior Vice President of External Relations and President of General Mills Community Action and the General Mills Foundation [[view video](#) from her presentation]

**11:15 AM** **Presentations: Media/Entertainment Company Initiatives**

*These presentations will highlight the efforts of two media/entertainment companies to address childhood obesity.*

[Jennifer Shein Anopolsky](#), Vice President, Corporate Brand Management, The Walt Disney Company

[Dr. Jennifer Kotler](#), Assistant Vice President of Domestic Research, Department of Education, Research, and Outreach, Sesame Workshop

**11:45 AM** **Questions from the Audience**

**12 NOON** **Lunch (on your own)**

**1:00 PM** **Remarks by [Commissioner Jon Leibowitz](#), Federal Trade Commission**

**Presentations: Public Education**

*These presentations will provide an overview of recent public outreach efforts addressing childhood obesity.*

**Moderator:** Lee Wilson, Director, Division of Public Health Services, Office of Health Policy, Office of the Assistant Secretary for Planning and Evaluation, Department of Health and Human Services

[Heidi Arthur](#), Senior Vice President for Campaigns, Ad Council [view videos from her presentation: [Get Up and Play](#) (15 sec), [Grandpa](#) (30 sec), [Be A Player](#) (30 sec), [Porter](#) (30 sec), [Texas](#) (30 sec)]

[Dr. John McGrath](#), Chief of the Public Information and Communications Branch, National Institute of Child Health and Human Development, National Institutes of Health

[Lynda Dorman](#), Executive Director, BET Foundation [[view video](#) from her presentation]

Natasha Rogoff, President, KidsCOOK, LLC

**1:50 PM Questions from the Audience**

**2:00 PM Presentations: New Research on Food Marketing to Children**

*These presentations will review recent studies examining the marketing of food products to children on television.*

[Dr. Pauline M. Ippolito](#), Associate Director, Bureau of Economics, Federal Trade Commission

[Dr. Dale Kunkel](#), Professor of Communication, University of Arizona

**2:40 PM Questions from the Audience**

**2:50 PM Break**

**3:00 PM Panel: Scoring the Progress Since Summer 2005**

*A panel of stakeholders from consumer groups, industry, and other key experts will present brief remarks addressing progress that has been achieved since 2005 and additional steps that should be taken. A panel discussion will follow.*

**Moderator:** Eileen Harrington, Deputy Director, Bureau of Consumer Protection, Federal Trade Commission

Wally Snyder, President and CEO, American Advertising Federation

[Mary Sophos](#), Senior Vice President, Chief Government Affairs Officer, Grocery Manufacturers Association/Food Products Association

Dr. Margo Wootan, Director of Nutrition Policy, Center for Science in the Public Interest

[Dr. Kathryn Montgomery](#), Professor, School of Communication, American University

Dr. Ron Warren, Associate Professor of Communication, University of Arkansas

Dr. Jenelle Krishnamoorthy, Health Advisor, Office of Senator Tom Harkin

**4:15 PM Questions from the Audience**

**4:30 PM Next Steps/Adjourn**

Remarks by [Lydia B. Parnes](#), Director, Bureau of Consumer Protection, Federal Trade Commission