



Eat Well, Live Well, Let's Move!

National Conference
June 8-9, 2011

Northwestern Memorial Hospital
Feinberg Pavilion
251 East Huron Street
Chicago, Illinois
www.healthierchicago.org

Eat Well, Live Well, Let's Move!



Conference Hosts

This year's nationally-focused Eat Well, Live Well, Let's Move! Conference is a collaborative effort among Northwestern University, the Centers for Disease Control and Prevention (CDC), the American Heart Association, the Chicagoland Chamber of Commerce, the Midwest Business Group on Health, the American Medical Association (AMA), and the Chicago Department of Public Health (CDPH).

Conference Overview and Themes

This will not be your typical event. The Eat Well, Live Well, Let's Move! Conference is designed to be fast-paced and interactive, bringing together nationally-recognized speakers to deconstruct and help rebuild America's understanding of obesity, nutrition and physical activity. A diverse group of presenters from an array of disciplines and perspectives will catalyze a lively discourse on:

- Food Psychology and Behavior Economics
- Sodium
- Media Literacy and Food Marketing
- Social Entrepreneurship, Innovation, and Health Promotion

This conference is widely acclaimed for having fresh, innovative and tasty meals and breaks. In addition, this conference will get participants out of their seats with activities and interactive sessions. The fast-paced nature of the conference will assist in making it the ultimate networking opportunity.

Conference Planning Committee

Javad Butler, MD, MPH, American Heart Association and Emory University

Maureen Callahan, Northwestern University, Feinberg School of Medicine

Bechara Choucair, MD, Chicago Department of Public Health

Danielle Dorr- Niro, U.S. Department of Health and Human Services, Office on Women's Health – Region V

James Galloway, MD, U.S. Department of Health and Human Services

Heather Gavras, MPH, RD, American Heart Association

Mac Grambauer, McAlpine Consulting for Growth, LLC

Janet Helm, RD, MPH, Weber Shandwick

Michelle Hoersch, MS, U.S. Department of Health and Human Services, Office on Women's Health – Region V

Nerina Human, Chicagoland Chamber of Commerce

Donald Lloyd-Jones, MD, ScM, FACC, FAHA, Northwestern University, Feinberg School of Medicine

Darwin Labarthe, MD, MPH, PhD, FAHA, Centers for Disease Control and Prevention

Cheryl Larson, Midwest Business Group on Health

Liz Jarvis LeBreton, MPH, U.S. Department of Health and Human Services

Saul Levin, MD, MPA, American Medical Association

Suzen Moeller, PhD, American Medical Association

Jose Munoz, Chicago Department of Public Health

Rose Marie Robertson, MD, American Heart Association

Jerry Roper, Chicagoland Chamber of Commerce

Mairita Smiltars, MA, McAlpine Consulting for Growth, LLC

Pam Smith, RD, Shaping America's Plate

Linda Van Horn, PhD, RD, Northwestern University, Feinberg School of Medicine

Emma Winter, U.S. Department of Health and Human Services, Office on Women's Health – Region V

Picture This

Imagine a vibrant community where healthy food choices are easy and delicious, physical activity is a fun and social part of every day, positive messages pervade the atmosphere, and local businesses thrive on healthy innovation. This image is the future we can achieve if we break down the communication barriers and work together.

Core Concepts

A diverse group of presenters from an array of disciplines and perspectives will catalyze a lively discourse on: Food Psychology; Sodium; Social Entrepreneurship, Innovation and Health Promotion; and Media Literacy.

Conference Goal

Imagine how our government, non-profits, universities, and businesses would approach obesity prevention if they truly understood one another's interests and points of view. We believe that this collaborative, inter-disciplinary approach is not only possible, but a necessary path in order to ensure the health of our country. The goal of this conference is to convene a dialogue that will allow business professionals, public health leaders, and academics to view obesity through a different lens, and to develop solutions that provide benefits for all sectors of society.

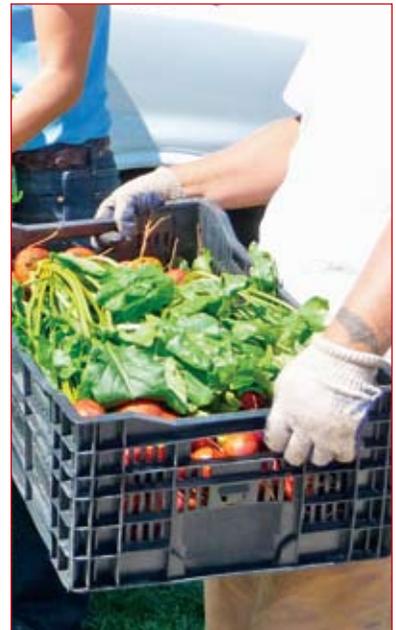
Who should attend?

This conference is designed to bring together representatives from public health, academia, and the business. Whether you're a project manager at a food company, a community health educator, or professor at a large university, this conference will offer something valuable to you. A combination of interdisciplinary panels and break-outs will enhance collaboration among public, private and academic organizations at the local, regional and national level.

Conference Objectives

After attending the Eat Well, Live Well, Let's Move! conference, attendees will be able to:

- Understand pressing health issues from an academic perspective
- Understand pressing health issues in public health and policy
- Understand pressing health issues from a business perspective
- Describe the arguments and research behind the sodium in our diets
- Understand the psychology and physiology behind our food cravings and habits
- Have improved awareness of how the media and marketing influence health behavior
- Identify best practices for social entrepreneurship, innovation and health improvement



Agenda At-a-Glance

Eat Well, Live Well, Let's Move! Conference 2011. Agenda is subject to change.



Wednesday, June 8

8:00-8:30 Breakfast and Registration

8:30 Welcome

James Galloway, MD, FACP, FACC, FAHA, Assistant U.S. Surgeon General, Regional Health Administrator, Acting Regional Director, U.S. Department of Health and Human Services – Region V

Bechara Choucair, MD, Commissioner, Chicago Department of Public Health

Jerry Roper, President and CEO, Chicagoland Chamber of Commerce

9:00 Conference Keynote Address

9:40 Keynote – Food Psychology and Behavior Economics

Shahram Heshmat, PhD, Public Health, University of Illinois Springfield, Public Affairs and Administration

Jim Painter, PhD, RD, Chairman, School of Family and Consumer Sciences at Eastern IL University

10:30 Panel Discussion – Food Psychology and Behavior Economics

Saul Levin, MD, MPA, Vice President of Science, Medicine and Public Health

Shahram Heshmat, PhD, Public Health, University of Illinois Springfield, Public Affairs and Administration

Jim Painter, PhD, RD, Chairman, School of Family and Consumer Sciences at Eastern IL University

11:00 Network Break and Physical Activity

11:45 Lunch

Pamela Smith, RD, Shaping America's Plate

1:00 Networking Break

1:15 Keynote – National Strategies to Reduce Sodium Intake

Larry Appel, MD, MPH, Professor of Medicine at Johns Hopkins School of Medicine and Bloomberg School of Public Health; Served as a member of IOM Committee on Strategies to Reduce Sodium Intake

1:45 Panel Discussion – Sodium

Darwin Labarthe, MD, MPH, PhD, Director, Division for Heart Disease and Stroke Prevention, National Center for Chronic Disease Prevention and Health Promotion, CDC

Larry Appel, MD, MPH, Professor of Medicine at Johns Hopkins

Linda Van Horn, PhD, RD, Northwestern University, Feinberg School of Medicine

Joy Dubost, PhD, RD, National Restaurant Association

2:15 Networking Break

- 2:30 Interactive Breakouts
 Academic – Poster Presentations
 Public Health – Innovations in Public Health Policy –
 Presented by the American Heart Association
 Business – Making Wellness Work for Businesses –
 Presented by the Chicagoland Chamber of Commerce
- 5:00 Conclude Day 1

Thursday, June 9

- 8:00-8:30 Breakfast and Registration
- 8:30 Day Two Welcome and Housekeeping
- 8:40 Let's Move Plenary – Chefs Move to Schools
Art Smith, World famous chef and founder of Common Threads
 (children's cooking and nutrition)
 Action for Healthy Kids
INVITED: Sam Kass, White House chef and nutrition policy advisor
- 9:15 Keynote – Media Literacy and Food Marketing
Margo Wootan, ScD, Director of Nutrition Policy at Center for Science and the
 Public Interest
- 9:45 Panel Discussion – Media Literacy and Food Marketing
Janet Helm, RD, Chief Food and Nutrition Strategist, Weber Shandwick
Cathy Kapica, PhD, RD, Senior Vice President/Director Ketchum Global
 Health and Wellness
Suzen Moeller, PhD, Senior Scientist, Nutrition, AMA
Elaine Kolish, Vice President and Director of Children's Food and Beverage
 Advertising Initiative
- 10:30 Networking Break
- 10:45 Interactive Breakouts
 Academic and Public Health – Health Care Reform: The Consumer Health Data Initiative
 Business - Hot Topics in Worksite Wellness - Presented by the Midwest Business
 Group on Health
- 12:00 Lunch – Performance by the Soul Children of Chicago
- 1:00 Networking Break and Physical Activity
- 1:30 Leveraging Media to Create Social Change
Jennifer Admur Spitz and **Jeff Spitz**, Groundswell Educational Films
- 2:00 Keynote – Social Entrepreneurship and Health
John Agwunobi MD, Senior Vice President and President for the Professional
 Services Division for Wal-Mart
- 2:30 Panel Discussion – Social Entrepreneurship and Health
Jerry Roper, President of the Chicagoland Chamber of Commerce
Matt Matras, President and Founder of The Protein Bar
- 3:15 Closing Session
- 4:00 Conference Concludes



Travel and Lodging



Lodging / Hotel Information

If you will be traveling to Chicago to attend this conference, a block of rooms have been reserved at the [Avenue Crowne Plaza](#) Hotel and at the [Sheraton](#) for the room rate of \$166 per night. To make a reservation at the Avenue Crown Plaza, please call (312-464-1000), for the Sheraton, please call (312-787-7633) and request a room with the “BHC” group.

Transportation

Public Transportation: The Feinberg School of Medicine/Northwestern Memorial Hospital is accessible via public transportation. Please visit www.transitchicago.com to plan your public transit trip.

By Air: O’Hare International Airport and Chicago Midway Airport serve the Chicago area. Both are accessible by the Chicago Transit Authority (CTA) and offer easy access to downtown by rail or taxi.

Catering Information

Ms. Pamela Smith, RD, will be creating a healthy and delicious menu for conference attendees. Pam is a nationally-known dietitian, energy coach, radio host, culinary consultant, and best-selling author. She has worked with many individuals, organizations, and corporations, such as the NBA’s Shaquille O’Neal, NBA teams such as the Orlando Magic and the LA Clippers, and culinary development teams at Walt Disney World and Hyatt Hotels and Resorts. Pam is creating fresh, innovative, and tasty menus and recipes for some of America’s best restaurants, with a focus on great food that is great for you.

Professional Continuing Education Hours

A certificate for Continuing Education Hours will be offered for \$20 per participant for the below credentials. When registering, please indicate that you would like to receive Continuing Education credits. Participants are responsible for signing the appropriate sign-in sheet and completing the attendance forms at the conference registration desk. Certificates will be mailed to the participant after the conference.

Attendees at *Eat Well, Live Well, Let’s Move!* will have the option to register for continuing education credits through Oakton Community College.

Dietitians Oakton Community College/Alliance for Lifelong Learning/Continuing Education for Health Professionals has been approved as a Continuing Professional Education Accredited Provider by the Commission on Dietetic Registration.

Social Work (LSW and LCSW) Oakton Community College/Alliance for Lifelong Learning/Continuing Education for Health Professionals has been approved as a sponsor of continuing education by the State of Illinois, Department of Financial and Professional Regulation, for this profession.

Other Professional / Paraprofessional Groups (Universal Training Hours)

Registration Information

Full Conference

\$195 early bird (until May 1)
\$250 regular (May 2 - May 31)

Student \$99

(Proof of a valid student ID must be shown when checking in on-site at the conference)

Continuing Education Certificate \$20

Non-Profit Exhibitor \$350

Full Conference registration includes:

- All Plenary Sessions (Wednesday/Thursday)
- Continental Breakfast (Wednesday & Thursday)
- Lunch (Wednesday & Thursday)
- Access to Poster Presentations and Exhibits
- All materials

Non-Profit Exhibitor registration includes:

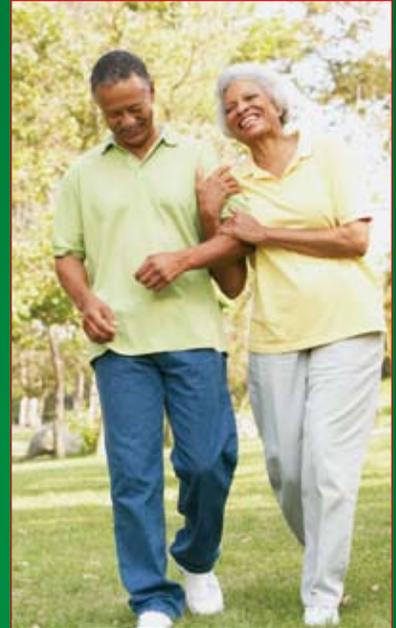
- Full registration for one person
- One 6-ft table to display materials

How to Register

Register online at www.healthierchicago.org

Cancellation and Refund Policy

All cancellations and requests for refund must be received in writing and postmarked on or before 5/15/2011 to receive a full refund less a \$50 processing fee. Cancellations received or postmarked after 5/15/2011 are not eligible for refund. However, if the initial registrant is unable to attend, an organization may send someone else in their place if they notify *Eat Well, Live Well, Let's Move!* in writing by 5/15/2011.



McAlpine Consulting for Growth
4730 N. Virginia Ave.
Chicago, IL 60625

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Participants will get out of their seats with activities and interactive sessions, and the fast pace will make it the ultimate networking opportunity. The event will be punctuated with fresh, innovative and tasty meals and lively breaks.

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