

## Maine-Harvard Prevention Research Center Workshop Series

Maine-Harvard Prevention Research Center (M-HPRC) began in October 2000 with the mission to provide prevention research, information and dissemination activities in Maine leading to improved public health interventions and ultimately to a healthier population. The current goal of this project is to increase physical activity, improve nutrition, and reduce overweight and obesity in Maine, primarily among children and youth, through an applied research program.

The M-HPRC is a collaboration of the Harvard Prevention Research Center which is funded by the Centers for Disease Control and Prevention, the Maine Center for Public Health and the Maine Bureau of Health.

### Audience / Who Should Attend

Healthy Maine Partnership & Coordinated School Health Program staff, committee members & teachers, youth advocacy program coordinators, school nurses & clinicians, members of key state-wide organizations including community coalitions and any organization that works with children, youth or parents (4H, HeadStart, Cooperative Nutrition Aides, PTA's, WIC and others)

### Goals / Conference Objectives

- Provide participants with research on the role of advertising in youth overweight
- Increase general awareness of media manipulation
- Engage the audience in developing counter marketing messages and tools
- Highlight potential policy and environmental strategies for Maine
- Offer networking opportunities

## Preliminary Agenda

8:00	Registration
8:45	Welcome
9:00	Keynote Address: Susan Linn, Ed.D. <i>"Consuming Kids: The Hostile Takeover of Childhood"</i>
10:00	Susan Linn, Ed.D. Q & A
10:15	<i>"Take Time"</i>
10:30	Break
10:45	Counter-Marketing in Maine
11:45	Walk Break
12:00	Lunch
12:45	Keynote Address: Margo G. Wootan, D.Sc.. <i>"It Takes More than Willpower: Supporting American's Efforts to Eat Well and Be Active"</i>
1:45	Margo G. Wootan, D.Sc. Q & A
2:00	Reactions from the Commission to Study Public Health
2:45	Stretch Break
2:55	<i>Food Play "This Is Your Life"</i> (Live Theater Performance)
4:00	Special Viewing of <i>"SuperSize ME—a Film of Epic Portions"</i>

## Guest Speakers

Guest presenters at this years exciting 4th annual Maine-Harvard Prevention Research Center (M-HPRC) workshop include Susan Linn, Associate Director of the Media Center of the Judge Baker Children's Center in Boston and Margo G. Wootan, Director of Nutrition Policy at the Center for Science in the Public Interest. Both women are very well known and respected advocates leading efforts to reduce junk food marketing aimed at children.

Psychologist **Susan Linn** has written extensively about the effects of media and commercial marketing on children. Her recently published book, *Consuming Kids: The Hostile Takeover of Childhood*, was called "...a truly devastating case against the marketers," in *Publishers Weekly* and "a compelling case for restricting commercial access to children" in the *Washington Post*. Dr. Linn has also published articles on the commercialism of childhood in the *Boston Globe*, the *Christian Science Monitor*, the *Los Angeles Times*, *Washington Post*, for *Knight-Ridder*, and in *The American Prospect*. An award winning ventriloquist and children's entertainer, Dr. Linn is also internationally known for her innovative work using puppets in child psychotherapy.

**Margo Wootan** co-founded and coordinates the activities of the National Alliance for Nutrition and Activity (NANA), a coalition of more than 265 national, state and local organizations. She is a member of the National 5 A Day Partnership Steering Committee and co-chairs the Policy Sub Committee for the Partnership. Dr. Wootan is quoted regularly in the nation's major media and has testified before Congress and state legislatures. Dr. Wootan has been invited to speak by federal and state agencies including at the National Nutrition Summit, the U.S. Department of Agriculture, and the Surgeon General's Listening Session for the National Action Plan on Overweight and Obesity.

## Theater

**FOOD PLAY "This is Your Life"**  
**SuperSize ME - A Film of Epic Portions**

## What Marketers Are Feeding Our Kids!

Maine-Harvard Prevention Research Center Workshop

**Wednesday, December 1<sup>st</sup>, 2004**

Augusta Civic Center

**Please register by: Nov. 24th**

*Advanced payment is required for attendance.*

*Sorry, no refunds after November 24.*

**Fee: \$45<sup>00</sup>** per person

Student Fee: **\$20<sup>00</sup>**

**Register online, fax or mail**

**Online** registration: [www.mcph.org](http://www.mcph.org).

**Fax** this form to 207.629.9277, or

**Mail** this form and payment to:

Maine Center for Public Health,  
12 Church Street, Augusta, Maine 04330.

Name:

Title/Role:

Organization:

Work / Home Address (please circle one)

City/State:

Zip Code:

Daytime Phone:

Email:

Please include me in the **PRC Info Monthly** email:



**Yes, please!**



**No, thanks.**

Call the MCPH office (629-9272) for cancellation information due to poor weather/travel conditions.

## Supporters

Dept. of Food Science & Human Nutrition at the  
University of Maine

Eastern Maine Medical Center

Healthy Futures Winthrop

Kids CO-OP (Clinical Outcomes & Outreach Program)  
of The Barbara Bush Children's Hospital  
at Maine Medical Center

Maine Chapter American Academy of Pediatrics

Maine College Health Association

Maine Department of Education

Maine Department of Health and Human Services,  
Bureau of Health

MaineHealth

Maine Nutrition Network

Norumbega Pediatrics

Prevention Research Centers Program,  
Centers for Disease Control & Prevention

Public Health Division, Health & Human Services Dept.,  
City of Portland

Redington-Fairview General Hospital/Somerset Heart  
Health (A Healthy Maine Partnership)

UMF Health & Fitness Center

University of Maine Cooperative Extension

University of New England's  
Masters in Public Health Program

USM Lifeline Center for  
Wellness & Health Promotion



**MAINE CENTER**  
for Public Health

12 Church Street  
Augusta, Maine 04330  
207.629.9272  
[www.mcph.org](http://www.mcph.org)

## Fourth Annual Maine-Harvard Prevention Research Center Workshop



## What Marketers Are Feeding Our Kids!

Confronting the link between  
food advertising & youth obesity

**Wednesday, December 1<sup>st</sup>  
2004**

Augusta Civic Center,  
Augusta, Maine

Sponsored by:

- Maine Center for Public Health
- Harvard Prevention Research Center
- Maine Bureau of Health