

Guest Speakers

Margo Wootan D.Sc., is the Director of Nutrition Policy at the Center for Science in the Public Interest (CSPI), one of the country's leading health advocacy organizations that specializes in food, nutrition, and obesity prevention. Dr. Wootan received her B.S. in nutrition from Cornell University and her doctorate in nutrition from Harvard University's School of Public Health. She has coordinated and lead efforts to require trans fat labeling, improve school foods, reduce junk-food marketing aimed at children, require calorie labeling at fast-food and other chain restaurants, and expand the nutrition and physical activity program at CDC. Wootan has received numerous awards, is quoted regularly in the nation's media, and served as an advisor to and appeared in the movie *Super Size Me*.

Cathy Nonas MS, RD, CDE is Director of Physical Activity and Nutrition Programs for the New York City Dept of Health. A clinical dietitian by training, she has a long history in working with and writing about patients with obesity and type 2 diabetes. For the last two years she has been working on policy changes to increase access to healthy foods in underserved neighborhoods and create opportunities for physical activity for young children. Changes in daycare regulations, permitting of 1,000 fresh fruit and vegetable vendors for City streets and calorie posting in chain restaurants are some of the policies she has been working on.

Julie Greene has a background in marketing consumer packaged goods including Samuel Adams beers, Gillette razors and Dove soap. Now, Hannaford Supermarkets' Director of Healthy Living, Julie is applying marketing principles to create nutrition solutions for grocery shoppers. In September of 2006, Julie's team launched Guiding Stars, the world's first storewide nutrition navigation system.

Sean Faircloth is a graduate of the University of Notre Dame, and the University of California Hastings College of Law. Representative Faircloth has successfully spearheaded over thirty pieces of legislation including improved statewide school nutrition standards including limits on super-sizing and a first-in-the-nation policy improving school vending nutrition standards 24/7 K-12. He had the idea for the Maine Discovery Museum in Bangor and led the project through every stage to completion of the \$4.5 million facility.

Becky Smith is the Executive Director for Health Policy Partners (HPP) of Maine. Prior to joining HPP, Becky was Director of Development for Peabody House and served as Aide to the Democrats on the Appropriations Committee.

Mary Booth MS, RD/LD is the School Health Coordinator for M.S.A.D. #75. As a registered dietitian, Mary has worked in the field of nutrition education and public health for 25 years. Working with the District Health Leadership Team, M.S.A.D. #75 has adopted a Wellness Policy that requires daily nutrition education and uses the school cafeteria as a "learning lab".

Moe St. Pierre is Food Service Director at M.S.A.D. #75. Through his efforts there is a salad bar in every school, dairy vending machines available 24/7 at the middle & high school, breakfast programs in all schools. Now Moe is working on a Pilot Project to enhance labeling in the cafeteria through the Hannaford Guiding Stars program.

Audience/Who Should Attend

Healthy Maine Partnership Directors
Health Lobbyists
Chronic Disease Partners
Maine Nutrition Network
Legislators & Other Policy Makers

8th Annual Maine-Harvard Prevention Research Center Workshop

Anyone's Guess: Why Point-of-Purchase Information Results in Healthier Food Choices



Special Guests

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

Cathy Nonas, MS, RD, CDE,
NYC Department of Health & Mental Hygiene

Wednesday, November 19, 2008

**Maple Hill Farm
Hallowell, Maine
8am to 3pm**

Maine-Harvard Prevention Research Center

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

The M-HPRC is a collaboration of the Maine Center for Public Health (MCPH), the Maine Center for Disease Control and Prevention (Maine CDC) and the Harvard Prevention Research Center (HPRC). Funding for Maine-Harvard Prevention Research activities comes from the Maine CDC, the US Centers for Disease Control and Prevention, health systems and private foundations.

Goals/Workshop Objectives

Without nutrition information, it is difficult to compare options and make informed choices. This workshop will:

- Present the research on how point-of-purchase info changes consumer behavior
- Demonstrate consumer lack of knowledge about caloric content and making healthy choices of restaurant foods
- Provide national and local examples of point-of-purchase work underway
- Discuss the role of government in supporting personal responsibility
- Energize those willing to advocate for upcoming legislation

Agenda

8:00-8:30	Registration and Continental Breakfast
8:30-8:45	Welcome, Overview and Purpose of the Day (<i>Karen O'Rourke, MPH and David Crawford, MPH</i>)
8:45-9:45	Menu Labeling: One Way to Support Americans' Efforts to Eat Well & Watch Their Weight (<i>Margo Wootan, D.Sc</i>)
9:45-10:00	Q & A
10:00-10:15	BREAK
10:15-11:00	Impact of Hannaford's Guidng Stars Program (<i>Julie Greene</i>)
11:00-11:30	Schools Guiding Stars Program (<i>Mary Booth, MS, RD/LD & Moe St. Pierre, MSAD 75</i>)
11:30-12:30	LUNCH
12:30-1:30	Menu Labeling Policy - The NYC Experience (<i>Cathy Nonas, MS, RD, CDE</i>)
1:30-1:45	Q & A
1:45-2:00	Legislative Progress in Maine (<i>Becky Smith</i>)
2:00-2:15	BREAK
2:15-3:00	Strategies for Legislative Action in Maine (<i>Rep. Sean Faircloth & Margo Wootan, D.Sc</i>)

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

☐ **Yes, Please** ☐ **No, Thanks**

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

Anyone's Guess: Why Point-of-Purchase Information Results in Healthier Food Choices

Wednesday, November 19, 2008
Maple Hill Farm, Hallowell

Please register by November 7th
Fee \$45
Space is limited to the 1st 100

Advanced payment is required
No refunds after November 12th

REGISTER ONLINE

www.mcph.org/events.htm

REGISTER BY FAX

207.629.9277 (payment to follow)

REGISTER BY MAIL

Mail \$45 payment to
Maine Center for Public Health
One Weston Court, Suite 109
Augusta, Maine 04330

Name:

Title/Role:

Organization:

Work / Home Address: (please circle one)

City:

Zip Code:

Daytime Phone:

Email (*required*):

If you require special accommodations or assistance to attend this workshop, please contact Admin@mcph.org or 629-9272 x204 before November 7th.