

### Steven Gortmaker, PhD.

Steven Gortmaker is the Director of the Harvard School of Public Health Prevention Research Center (HPRC). His research is focused on the health of children and adolescents, particularly households living in poverty and minority populations. The major goal of his research has been to identify modifiable risks for morbidity and mortality in the young, and to both initiate and evaluate interventions to improve these outcomes. He has focused on a broad variety of risks, ranging from sociological concepts such as income poverty, social stress and social networks, to behaviors such as smoking, inactivity (exemplified by television viewing) and diet. Interventions have included work at both the level of national and state policy, programs at the regional, county, school, hospital, clinic and individual level. Research includes collaborative work with research groups at Harvard, in the Boston area, nationally, and internationally.

### Roberta Friedman, ScM.

Roberta Friedman is the Director of Public Policy at the Rudd Center for Food Policy & Obesity at Yale University. She educates federal, state, and local policy makers and advocacy organizations about food policy and obesity research, and creates resources to help them write and implement effective obesity prevention policies. Prior to her work at the Rudd Center, Ms. Friedman was the Program Director at the Massachusetts Public Health Association, where she coordinated efforts to pass legislation to improve school nutrition, and worked with several New England and state-wide coalitions to develop obesity-prevention strategies.

### Ian McLaughlin, JD.

Ian McLaughlin is a senior staff attorney with Public Health Law & Policy (PHLP), working both on tobacco control and childhood obesity issues. His practice focuses on tobacco retailer licensing, public financing (taxes and fees), and code enforcement issues, as he provides training and individualized legal technical assistance in all of these areas. Ian also serves as a municipal administrative hearing officer for the City of Petaluma, California, conducting hearings and deciding a variety of code enforcement matters.



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## 11th Annual Obesity Workshop

Price Matters! Sugar Sweetened  
Beverages, Taxes and Obesity –  
The Evidence



### Special Guests

#### Steven Gortmaker, PhD.

Director of Harvard School of Public Health Prevention Research Center

#### Roberta Friedman, ScM.

Director of Public Policy, Yale Rudd Center for Food Policy and Obesity

#### Ian McLaughlin, JD.

Senior Staff Attorney, Public Health Law and Policy

**May 3, 2012**

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

## Conference Agenda

### 9:00 Welcome

### 9:15 How an SSB Tax Fits into an Overall Obesity Prevention Strategy – The Public Health and Economic Benefits

Roberta Friedman, ScM, Director of Public Policy, Yale Rudd Center for Food Policy and Obesity

### 10:15 Break

### 10:30 The Cost Effectiveness Research on SSB Taxes

Steven Gortmaker, Ph.D., Director of Harvard School of Public Health Prevention Research Center

### 11:30 Improving Health In Maine – the role of the SSB tax

What size tax will impact obesity and how it's different from tobacco

Nathan Tefft, Ph.D., Assistant Professor, Economics, Bates College

Lessons learned from the tobacco tax's impact on smoking

Dennise Whitley, MHA., Former Government Relations Director, American Heart Association

### 12:15 Luncheon speaker

Sugar Sweetened Beverage Tax and Oral Health

Jonathan Shenkin, DDS, MPH,

### 1:00 Model Legislation and the Experience of Other States

Ian McLaughlin, JD., Senior Staff Attorney, Public Health Law and Policy

### 1:45 The Climate in Maine – Lessons Learned and Where to Go from Here

State Representative Seth Berry

Becky Smith, Maine Public Health Association

Trish Riley, MPH, Visiting Fellow in State Policy, George Washington University

### 2:45 Next Steps

### 3:00 Adjourn

#### Goals/ Objectives:

- Provide participants with research on the public health and economic impact of taxing sugar-sweetened beverages
- Highlight how SSB tax fits into an overall obesity prevention strategy
- Discuss the implication of SSB tax for Maine
- Offer opportunities for networking



#### Audience / Who Should Attend:

- District Coordinating Council Members
- State Coordinating Council Members
- Public Health Advocates
- HMP policy chairs and committee members
- HMP staff