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 (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

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**Agenda**

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

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**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](http://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.