REGISTRATION
Deadline: November 16, 2001
Advanced Fee: $15.00 per person
Participation is limited, so early registration is encouraged!

Complete and mail to the address below

Name:
Title/Role:
Organization:
Work/Home Address (please circle)
City:
Zip Code:
Daytime Phone:
Email:
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Please include me in the PRC distribution list for more information: [Y] [N]

Checks made payable to:

MAINE CENTER FOR PUBLIC HEALTH
12 CHURCH STREET
AUGUSTA, MAINE 04330

SPONSORS
- American Academy of Pediatrics - Maine
- American Cancer Society, N.E. Division
- American Heart Association, N.E. affiliate - Maine
- Department of Education - Maine
- Department of Human Services - Maine
- Eastern Maine Medical Center
- Governor’s Council on Physical Fitness & Sports
- Harvard School of Public Health
- Healthy Community Coalition of Greater Franklin County
- Healthy Futures
- Maine Dietetic Association
- Maine Nutritional Council
- Maine Nutrition Network
- Maine Center for Public Health
- Maine School Food Service Association
- Maine Association for Health, Physical Education, Recreation & Dance
- University of Maine Cooperative Extension
- University of Maine Dept. of Food Science & Human Nutrition
- University of New England College of Osteopathic Medicine

MAINE-HARVARD PREVENTION RESEARCH CENTER

Workshop Series Presents

PREVENTING CHILDHOOD OBESITY:
The ‘Skinny’ On soda and T.V.

DECEMBER 5TH, 2001
SENATOR INN & SPA
WESTERN AVENUE AT I-95 AUGUSTA, MAINE

207.629.9272
WWW.MCPH.ORG
EMAIL: PHEALTH@MCPH.ORG
The Maine Center for Public Health, a private non-profit organization, was established by the legislature in 1996 & opened its doors in 1999. Its mission is to improve the health of Maine citizens through an organized program of research, education/training, technical assistance, and policy analysis. Because of this mission, established public-private partnerships & a previous connection with the Harvard School of Public Health, the Center became the convener of the Maine-Harvard Prevention Research Center project.

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

The M-HPRC series will be holding two workshops per year on effective strategies & current research related to a healthier population of children & youth in Maine.

**AGENDA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00</td>
<td>REGISTRATION</td>
</tr>
<tr>
<td>8:30</td>
<td>WELCOME</td>
</tr>
<tr>
<td>8:45</td>
<td>OBESITY DATA: U.S. &amp; Maine</td>
</tr>
<tr>
<td>9:05</td>
<td>SODA &amp; OBESITY Research, Implications &amp; Potential Strategies</td>
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<tr>
<td>9:55</td>
<td>PANEL: Perspectives from Maine Communities</td>
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<tr>
<td>10:30</td>
<td>BREAK</td>
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<tr>
<td>10:45</td>
<td>TV VIEWING &amp; OBESITY Research, Implications &amp; Potential Strategies</td>
</tr>
<tr>
<td>11:35</td>
<td>PANEL: Perspectives from Maine Communities</td>
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<tr>
<td>12:00</td>
<td>LUNCH</td>
</tr>
<tr>
<td>1:15</td>
<td>DISCUSSION GROUPS: Policy Recommendations &amp; Community Strategies</td>
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<tr>
<td>2:30</td>
<td>BREAK</td>
</tr>
<tr>
<td>2:45</td>
<td>REACTION FROM POLICY-MAKERS</td>
</tr>
<tr>
<td>3:15</td>
<td>CLOSING COMMENTS</td>
</tr>
</tbody>
</table>

**SPEAKERS**

**DORA ANNE MILLS, M.D., MPH,** is a native of Maine and a graduate of Bowdoin College, University of Vermont College of Medicine, Children's Hospital of Los Angeles Internship and Residency Program, and the Harvard School of Public Health. She practiced Medicine in Tanzania, East Africa, Los Angeles, and Farmington, Maine before taking her current job in 1996 as the Director of the Maine Bureau of Health and as Maine's Chief Health Officer.

**KAREN PETERSON RD, ScD,** Associate professor of nutrition in the departments of Maternal & Child Health and Nutrition at the Harvard School of Public Health. She draws from 15 years of experience counseling and administering nutrition services for children in clinical, community, and state health care settings. She earned her doctorate in nutrition from the Harvard School of Public Health.

**STEVEN GORTMAKER, Ph.D** Senior lecturer in the department of Health & Social Behavior at the Harvard School of Public Health and principal investigator and director of the Harvard Prevention Research Center. For the past 20 years, he has researched and published more than 80 articles. He was involved in early studies to document the increase of obesity in young people, and television viewing as a cause of obesity. He earned his doctorate in sociology from the University of Wisconsin at Madison.

Panel members (partial list):

**ROBERT HOLMBERG, M.D., MPH**

**ELIZABETH PATTON, MS, LD**

**LILA MONAHAN, M.D.**

**LEAH BINDER, MGA, MA**