## Preliminary Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Registration</td>
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<tr>
<td>8:45</td>
<td>Welcome</td>
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| 9:00 | Keynote Address: Susan Linn, Ed.D.  
"Consuming Kids: The Hostile Takeover of Childhood" |
| 10:00 | Susan Linn, Ed.D. Q & A |
| 10:15 | "Take Time" |
| 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.  
"It Takes More than Willpower: Supporting American’s Efforts to Eat Well and Be Active" |
| 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 | Food Play “This Is Your Life”  
(Live Theater Performance) |
| 4:00 | Special Viewing of “SuperSize ME—A Film of Epic Portions” |

### Guest Speakers

Guest presenters at this year’s 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 1st, 2004
Augusta Civic Center

Please register by: Nov. 24th
Advanced payment is required for attendance.
Sorry, no refunds after November 24.
Fee: $45 per person
Student Fee: $24

Register online, fax or mail

Online registration: 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 MDH office (207-327-5232) 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
Kab CD-OOP (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,
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Prevention Research Center Program,
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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
Master in Public Health Program
USM Lifeline Center for Wellness & Health Promotion

Fourth Annual
Maine-Harvard Prevention Research Center Workshop

What Marketers Are Feeding Our Kids!
Confronting the link between food advertising & youth obesity

Wednesday, December 1st
2004
Augusta Civic Center,
Augusta, Maine

Sponsored by:
— Maine Center for Public Health
— Harvard Prevention Research Center
— Maine Bureau of Health

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