



**Preventing Obesity in an “Obesogenic”
Society: Targeting Our Adolescents**

<http://depts.washington.edu/obesity/SOPHE.html>

October 29, 2002

Urban Horticulture Center near the
University of Washington



PNW SOPHE

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Obesity among our youth has reached epidemic proportions in the United States. Surveys indicate that the number of overweight children ages 6 through 17 years has doubled within the last three decades.

In December 2001, former Surgeon General David Satcher stated that obesity may soon overtake smoking as the chief cause of preventable deaths. Obesity threatens to wipe out progress fighting cancer, heart disease, and other ailments.

It is proposed that a proactive management strategy of childhood obesity entails a multi-disciplinary approach that addresses environmental, social, and cultural factors, and also lifestyle.

This one-day conference is designed to provide an overview of the multitude of factors contributing to the obesity epidemic in our society, with a primary focus on youth. In addition, sessions will highlight several innovative efforts and initiatives currently underway to help address the crisis.

Objectives: To gain an understanding of:

- The epidemiology and complexity of environmental, social, and cultural factors contributing to obesity;
- Current and proposed policies, programs, and initiatives that utilize innovative strategies to promote active, healthy communities and individuals;
- How cultural and socio-economic status impact perceptions and behaviors related to body weight;
- How commercialism and media in society and the public school system influence factors contributing to the crisis; and
- The prevention and identification of both medical and psychological complications associated with obesity in youth.

PROFESSIONAL CREDIT

- 5 “category 1” CHES credits have been requested
- 5 credit hours for **Registered Dietitian** have been requested
- **WSNA** Approved for 4.4 **CEARP** credit hours

CO-SPONSORS INCLUDE

- Bellevue YMCA
- Children’s Hospital and Regional Medical Center
- Comprehensive Health Education Foundation
- Exercise Express
- Group Health Community Foundation
- Washington State Department of Health, Office of Health Promotion
- New Lifestyles, Inc.
- Univ. of Washington Center for Public Health Nutrition
- Univ. of Washington School of Public Health and Community Medicine

SPEAKERS

Marion Nestle, Ph.D., M.P.H.
Ben Danielson, M.D.
Donna Johnson, R.D., Ph.D.
Charlotte Claybrooke, M.S.
Lenna Liu, M.D., M.P.H.
Kelly Schloredt, Ph.D.
Adam Drewnowski, Ph.D.
Brita Butler-Wall, Ph.D.
Arnell Hinckle, R.D, M.P.H.,
CHES
Bud Turner, M.Ed.
Leslie Schulte, B.S.
Andrea Miers, B.S.
Natalie Jacobsen, R.D.
Kitty Christensen, B.S.

Opening Remarks

Dean Patricia W. Wahl, Ph.D.
 Dean, School of Public Health
 and Community Medicine
 University of Washington

Special Activities

Rene Bibaud, Rope Dancer
Alice Lockridge, M.S., Phys. Ed

EVENT PLANNING COMMITTEE

Keven Mosley-Koehler,
 Group Health Community
 Foundation
Laura Johnson,
 Group Health Cooperative
Caroline McNaughton Tittel,
 UW Center for Public Health
 Nutrition
Christina Gallagher,
 Bellevue YMCA
Elizabeth Cartwright Fiddler,
 NW Obesity Prevention Project
Theresa Fuller,
 Washington State Department of
 Health
Eric Nelson,
 Children's Hospital and Regional
 Medical Center
Kelly Culbert
Linda Schwartz, Bicycle Alliance
 of Washington
Patty Hencz,
 Children's Hospital and Regional
 Medical Center
Susan Haws,
 UW Social Development Research
 Group
Sue Heffernan,
 Children's Hospital and Regional
 Medical Center

PROGRAM SCHEDULE

8:00-8:30	Registration/Continental breakfast
8:30-8:45	Welcome/Opening remarks – <i>Dean Wahl</i>
8:45-9:30	Keynote Speaker – <i>Marion Nestle</i> The Politics of Obesity: How the Food Industry Influences Food Choice
9:30-9:45	Activity Intermission - “Doing What’s Good For You” <i>Alice Lockridge</i>
9:45-10:00	Break
10:00-10:45	Breakout sessions A
	1. Popular Culture, Diversity, and Obesity: Social and Cultural Health Influences <i>Ben Danielson</i>
	2. Environmental Change: Making the Healthy Choice the Easy Choice <i>Donna Johnson, Charlotte Claybrooke</i>
	3. Prevention and Early Identification of Medical and Psychological Complications Associated with Obesity in Youth <i>Lenna Liu, Kelly Schloredt</i>
	4. The Challenging Food Environment <i>Adam Drewnowski</i>
10:45-11:00	Break
11:00-11:45	Breakout sessions B
	1. Popular Culture, Diversity, and Obesity: Social and Cultural Health Influences <i>Ben Danielson</i>
	2. Environmental Change: Making the Healthy Choice the Easy Choice <i>Donna Johnson, Charlotte Claybrooke</i>
	3. Prevention and Early Identification of Medical and Psychological Complications Associated with Obesity in Youth <i>Lenna Liu, Kelly Schloredt</i>
	4. The Challenging Food Environment <i>Adam Drewnowski</i>
11:45-12:15	Networking Lunch (pick up box lunch/beverage): lunch may be eaten anywhere in or outside facility
12:15-12:25	Re-convene in NHS Hall
12:25-12:35	Announcements
12:35-12:45	An Introduction to CDCynergy, by <i>Nancy Press</i>
12:45 - 1:30	Featured Speaker - <i>Brita Butler-Wall</i> Marketing Mania: How Commercialism in Schools is Compromising Adolescent Health
1:30 - 1:45	Rope Dancing Demonstration - <i>Rene Bibaud</i>
1:45 - 2:00	Break
2:00 - 2:45	Breakout sessions C
	1. CANFit is PHAT! (Promoting Healthy Activities Together) <i>Arnell Hinckle</i>
	2. Re-inventing Physical Education <i>Bud Turner</i>
	3. Health Trek- Nutrition and Media Literacy Outreach Education Program <i>Leslie Schulte, Andrea Miers</i>
	4. Motivating Dietary Changes in Religious Organizations <i>Natalie Jacobsen, Kitty Christensen</i>
2:45 - 3:00	Break
3:00 - 3:45	Breakout sessions D
	1. CANFit is PHAT! (Promoting Healthy Activities Together) <i>Arnell Hinckle</i>
	2. Re-inventing Physical Education <i>Bud Turner</i>
	3. Health Trek- Nutrition and Media Literacy Outreach Education Program <i>Leslie Schulte, Andrea Miers</i>
	4. Motivating Dietary Changes in Religious Organizations <i>Natalie Jacobsen, Kitty Christensen</i>
3:45 - 3:55	Short break
3:55 - 4:25	Speaker round-table discussions
4:25 - 4:35	Re-convene in NHS
4:35 - 4:45	Closing Remarks/Evaluation form completion



Registration Form

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**** Space is Limited, Please Register Early! ****

Make checks payable to PNW SOPHE

Please detach and return to:
PNW SOPHE PO Box 24973 Seattle, WA 98124-0973

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Name _____

Position/Agency _____

Address _____

City/St _____ Zip _____

Phone: _____

Email: _____

Registration	
SOPHE Members	\$60
Non-Members	\$90
Students	\$45
Lunch	Veggie <input type="checkbox"/>
<i>Please Check One</i>	Non-Veggie <input type="checkbox"/>

Conference Site

Directions:
 3501 NE 41st Street, Seattle, WA 98105

- FROM I-5:
 Take the N.E. 45th Street exit. Drive east through the University District, past the UW campus, down the hill (viaduct).
- At the stoplight at the bottom of the viaduct, turn left to stay on N.E. 45th Street.
- At the next stoplight (5-way intersection), turn right (south) onto Mary Gates Memorial Drive. Continue south to the bend in the road (where Mary Gates Drive becomes N.E. 41st St.).
- The entrance to the Center is on your right. NHS Hall and Isaacson Hall are in the first complex of buildings.
- The Douglas Classroom is in the next complex.
- The following bus routes stop at NE 45th and Mary Gates Memorial Drive: #25, 65, & 75.
- Hotel Accommodations - Silver Cloud Inn University near University Village: 206-526-5200
- For more information, e-mail sophe@attbi.com or call 425.392.5147
- Please note:
 The Society for Public Health Education will award five “Category 1” continuing education contact hours to each Certified Health Education Specialist who completes this program and requests credit. SOPHE has been designated as a provider of continuing education in health education by the national Commission for Health Education Credentialing, Inc. **Please be prepared to pay a \$10 fee at the event for the credits.**