



# THE **BIG** FOOD DEBATE

## Implications for a modern society

**Thursday 18 October 2007, Liverpool**

**What should the government, media, public health and the food industry be doing to bring about positive change to the health of the nation?**

**This groundbreaking, national conference aims to provide a platform for experts and professionals to debate and discuss current issues in the field of public health nutrition.**

With support from:



FACULTY OF  
PUBLIC HEALTH

NATIONAL   
**Heart Forum**

  
ukpha  
voice of the public health movement



- Join the debate on saturated and trans fats and their implications for health with renowned international and national epidemiologists
- Find out how the food industry is promoting consumer health with trade and retail representatives including supermarket groups Tesco and the Co-op
- Listen to the voice of the consumer through influential media and pressure group representatives
- Make your voice heard in a debate with the diverse speakers' panel

The conference will be of interest to nutritionists, dieticians, policy makers, journalists, marketing and communications experts, those working in public health, environmental health, the food industry, the voluntary and community sector.

The organisers have applied for CPD accreditation for the conference.

[www.heartofmersey.org.uk](http://www.heartofmersey.org.uk)





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The Holiday Inn, Liverpool City Centre, Lime Street, Liverpool L1 1NQ

## programme

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0930 - 0940

### **Welcome and introduction from the chair**

Dr Ruth Hussey OBE. Regional Director of Public Health / Medical Director. NHS North West

0940 - 0950

### **The heart of the matter**

Robin Ireland. Chief Executive. Heart of Mersey

## session 1

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### **Fats - how contentious are they?**

**Focus of session:**

**Examining the impact of different types of fats on the health of the population and what action is needed to address consumption**

0950 - 1010

### **Saturated fats: The hidden assassin**

Professor Simon Capewell. Professor of Clinical Epidemiology. University of Liverpool  
Modi Mwatsama. Food and Health Programme Manager. Heart of Mersey

1010 - 1030

### **A trans-world journey**

Professor Steen Stender. Professor in Preventive Cardiology. Gentofte University Hospital. Denmark

1030 - 1050

### **The UK saturated fat and energy intake programme**

Corinne Vaughan. Head of Nutrition Strategy Team. Food Standards Agency

1050 - 1100

### **Questions to the speakers**

1100 - 1115

### **Refreshments**



## session 2

### Industry's efforts to improve consumer health

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**Focus of session:** **A spotlight on recent industry activities to support consumers to improve their diets**

- 1115 - 1135**      **Global food industry health check**  
Dr Geof Rayner. Visiting Research Fellow. City University
- 1135 – 1150**      **The response of the UK food industry**  
Julian Hunt. Director of Communications. Food and Drink Federation
- 1150 – 1205**      **Helping customers live healthier lives (Tesco)**  
Karen Tonks. Company Nutritionist. Tesco Stores Ltd
- 1205 – 1220**      **Co-op initiatives towards healthier options**  
Cathryn Higgs. Scientific Advice and Labeling Standards Manager. Co-op  
Joanna Walley. Consumer Policy Implementation Manager. Co-op
- 1220 – 1230**      **Questions**
- 1230 – 1345**      **Lunch. Networking. Exhibition**

## session 3

### Engaging consumers in the public health agenda

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**Focus of session:** **The influence of the media and the power of consumers to shape the national food agenda**

- 1345 – 1350**      **Welcome back and introduction to afternoon session**  
Chair: Paul Lincoln. Chief Executive. National Heart Forum
- 1350 – 1405**      **The role and responsibilities of the media**  
Sheila Dillon. Presenter. BBC Radio 4 Food Programme
- 1405 – 1420**      **The power of mothers to make a difference**  
Sally Russell. Director. Netmums

## session 4

### Panel debate

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**Focus of session:** **A detailed debate between the audience and all the presenters on current issues in public health nutrition. Questions and comments from the floor**

- 1425 – 1435**      **Introduction and ground rules**  
Chair: Paul Lincoln. Chief Executive.  
National Heart Forum
- 1435 – 1535**      **Panel debate**
- 1535 – 1545**      **Summary and closing remarks**  
Chair: Paul Lincoln. Chief Executive.  
National Heart Forum





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### REGISTRATION FORM

Please complete a separate form for each delegate. Please write clearly in block capitals and black ink.

Places are limited and allocated on a first come first served basis - please register early to avoid disappointment.

<b>Title</b>	<b>First name</b>	<b>Surname</b>
<hr/>		
<b>Job title</b>		
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<b>Authority / Organisation</b>		
<hr/>		
<b>Contact address</b>		
<hr/>		
		<b>Postcode</b>
<hr/>		
<b>Telephone</b>	<b>Fax</b>	
<hr/>		
<b>Email</b>		
<hr/>		

**Conference fees** (Please tick applicable rate)

- |                          |   |                                |
|--------------------------|---|--------------------------------|
| <input type="checkbox"/> | Voluntary Sector  | £90 plus VAT = <b>£105.75</b>  |
| <input type="checkbox"/> | Public and Private Sector <b>Early Bird Booking Rate</b> (before 31st July) | £140 plus VAT = <b>£164.50</b> |
| <input type="checkbox"/> | Public and Private Sector (bookings after 31st July)                        | £160 plus VAT = <b>£188.00</b> |

**Please note this is a not for profit conference. Delegate fees have been set at a level that ensures this conference 'breaks even'.**

**Payment** (Please tick the relevant box to indicate your method of payment)

- I enclose a cheque for £ \_\_\_\_\_ (payable to 'Events Northern Limited')
- Payment by BACS (please send remittance advice). Please note our new bank details:  
**Account:** Events Northern Ltd    **Branch:** Co-operative Bank, Skelmersdale    **Sort Code:** 08-92-50    **Account Number:** 70228692
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**Exhibiting and poster display opportunities for delegates (first come, first served)**

Would you be interested in exhibiting or having a poster display at the event? **Yes / No**

**Special requirements** (dietary, disability, access)

**How did you hear about this event?**

<b>Signed</b>	<b>Date</b>
<hr/>	<hr/>

**Please send this completed registration form to the event administrators:**

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Your registration will be confirmed within 5 days of receiving this registration form. Cancellations received one full calendar month before the event will be refunded, minus a 25% administration fee; regrettably no refunds can be processed after this date. Places can however be substituted at any time with the prior knowledge and agreement of Events Northern. We hope that this event is of interest to you. If you would not like to receive information from us in the future please email **info@eventsnorthern.co.uk** with REMOVE in the subject line.