

SPEAKER BIOGRAPHIES

Food Production and Sustainability

Robert Lawrence, MD

Robert S. Lawrence, MD is the Center for a Livable Future Professor in the Department of Environmental Health Sciences at the Johns Hopkins Bloomberg School of Public Health where he also serves as Professor of Health Policy and Management and International Health. He holds a joint appointment as Professor of Medicine at the School of Medicine. He is the founding Director of the Johns Hopkins Center for a Livable Future and directs the Health and Human Rights Certificate Program.

Dr. Lawrence graduated from Harvard Medical School and trained in internal medicine at the Massachusetts General Hospital. He is a founding member of Physicians for Human Rights (PHR), a human rights advocacy group that shared the 1997 Nobel Peace Prize for its work to ban anti-personnel landmines. He currently chairs PHR's Board of Directors, and has participated in human rights investigations in Chile, Czechoslovakia, Egypt, El Salvador, Guatemala, the Philippines, South Africa, and Kosovo.

Dr. Lawrence chaired the first US Preventive Services Task Force of the Department of Health and Human Services from 1984 – 1989 and currently serves as an advisor to the CDC Task Force on Community Preventive Services. For the Institute of Medicine he has chaired committees on Vaccine Priorities; Medicare Expansions; Thyroid Cancer Screening; Health Care Services in the U.S.-Associated Pacific Basin; Dioxin in the Food Supply; Evaluation of Measures of Health Benefits for Environmental, Health, and Safety Regulation; and Adolescent Health Care Services and Models of Care for Treatment, Prevention, and Healthy Development.

David McKeown, MDCM, MHSc, FRCPC

Dr. David McKeown is Medical Officer of Health for the City of Toronto and Executive Officer of the Toronto Board of Health. He leads Toronto Public Health, Canada's largest public health agency, which provide public health programs and services for 2.6 million residents. He is a physician specialist who has worked in the public health field for over twenty years. Dr. McKeown has also served as Medical Officer of Health for East York, the City of Toronto prior to amalgamation, and the Region of Peel. He is also an Adjunct Professor in the School of Public Health at the University of Toronto. As Toronto's Medical Officer of Health, he has been an outspoken advocate for healthy food policy, and is leading the development of a food strategy for the City of Toronto.

Wayne J. Caldwell, PhD, RPP, MCIP

Wayne Caldwell is a Professor in Rural Planning at the University of Guelph where he is also Director of the Sustainable Rural Communities Program. He also has a career long affiliation with the County of Huron Department of Planning and Development.

Dr. Caldwell has lectured across North America on the future of rural communities. His primary focus has been on planning and change in rural and agricultural communities. He is an active researcher in the area of farmland preservation, rural conflict resolution, governance of nutrient management and community based approaches to environmental issues. He has published 4 books including *Farmland Preservation: Land for Future Generations*.

Wayne J. Caldwell cont'd

Dr. Caldwell is a founding member and past Chair of the Ontario Rural Council. He is also a founding member of the Huron Stewardship Council, and the Lake Huron Centre for Coastal Conservation. He was appointed by the Ontario Government to Chair the Provinces Nutrient Management Advisory Committee and he is President of the Ontario Professional Planners Institute.

Matthew Duke

Matt is a native of northern Ontario and grew up in the Earlton area. Raised on his family's dairy farm, he sought greener pastures when enrolling in a three year program with the Niagara Park Commission School of Horticulture where he studied Botany and Ornamental Horticulture. Upon graduation he worked in southern Ontario in the field of interior landscape design.

In 1998 he and his wife Carol and moved back to the farm and began producing pork products for the retail market. In 2004 Matt and Carol re-generated a stone ground flour milling business started by Matt's father in the 80's. In 2007 they formed a partnership with another regional food marketer to create a web-based business called Boreal Cuisine, which has successfully sold northern regional foods all over North America via the internet.

Matt currently works as a financial planner and is an active member in his community serving as director and board chair on a number of local organizations.

Ellen Desjardins

Ellen Desjardins is a public health nutritionist who has worked at the municipal, provincial and federal levels for the past 20 years. Originally trained in biochemistry, she moved on to human nutrition. A decade with Toronto Public Health gave her a chance to develop and evaluate prenatal programs and to build the recognition of food security as a determinant of health. In 1998 Ellen joined the Waterloo Region Public Health department, and took on collaborative work with farmers and other local stakeholders, co-authoring the report "Towards a Healthy Community Food System in Waterloo Region". She prepared position papers for the Ontario Public Health Association on public health concerns about food biotechnology and mercury in fish. She was a founding member of the national organizations Food Secure Canada and the Canadian Association for Food Studies. In 2006, Ellen started a doctoral degree in human geography at Wilfrid Laurier University, to research the impact of the local food environment on human dietary intake.

Food and Beverage Advertising to Children

Susan Linn, EdD

Susan Linn, psychologist, writer, award-winning producer, and puppeteer, is Associate Director of the Media Center of Judge Baker Children's Center; Instructor in Psychiatry, Harvard Medical School; and co-founder and director of the Campaign for a Commercial-Free Childhood. Dr Linn has written extensively about the effects of media and commercial marketing on children. Her 2004 book, *Consuming Kids* (The New Press), was praised in publications as diverse as *The Wall Street Journal* and *Mother Jones*. Her newest book, *The Case for Make Believe: Saving Play in a Commercialized World*, (The New Press, 2008) was described in the *Boston Globe* as "a wonderful look at how playing can heal children." In 2006, she was awarded the American Psychological Association's Presidential Citation for her work on behalf of children.

Susan Linn cont'd

Dr. Linn's work has been featured on *Good Morning America*, *Today*, *Sixty Minutes*, *Dateline*, *The Colbert Report*, *Mister Rogers Neighborhood*, and the acclaimed documentary *The Corporation*. An internationally recognized expert on the impact of commercialism on children, she has lectured extensively throughout North America, Europe, Asia and South America.

Dr. Linn is also internationally known for her innovative work using puppets in child psychotherapy. She pioneered this work at Children's Hospital Boston, where she used puppets to help children cope with their hospital experiences. She has lectured on the use of puppetry as a therapeutic tool in venues throughout North America, Europe, Israel, Japan, and the Republic of Georgia. She is continuing this work with the SPARKS Center, a day care center and after school program for children coping with medical problems, including those affected by and infected with HIV.

Dr. Linn has written and appeared in a number of video programs designed to help children cope with issues ranging from mental illness to death and loss. *This Secret Should Be Told*, a program for children about sexual abuse that aired on WBZ-TV (Boston's CBS affiliate) won a coveted ACT award and earned Dr. Linn a New England Emmy Award. With Family Communications, Inc. (the producers of *Mister Rogers' Neighborhood*), Dr. Linn created an educational video series entitled *Different and the Same: Helping Children Identify and Prevent Prejudice*. This collection of nine videos, along with a teacher's guide and training tape, is being used in classrooms across the United States and has won numerous awards, including the two top prizes from the International Communication Film and Video Competition and the Media Award from the Association of Multicultural Educators.

Brian Cook, PhD

Brian Cook is a researcher at the Toronto Public Health Department, with a focus on food policy issues. In 2008, his work on children's advertising led the Toronto Board of Health and the Ontario Public Health Association to call for a national ban on commercial advertising targeted to children. He has also done research on children's advertising for the Public Health Agency of Canada and is involved in an international research project on children's exposure to TV food advertising. Brian is currently the lead researcher/writer for the Toronto Food Strategy project.

Jeanette Longfield, MBE

Located in London, England, *Sustain* advocates for food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, promote equity and enrich society and culture. *Sustain's* Children's Food Campaign is working to protect children from junk food advertising. As *Sustain's* Co-ordinator, Jeanette liaises with the Food Standards Agency, contributes to a number of food policy committees, and appears regularly in the British media representing a public interest view on food policy issues. In 2007, she was awarded an MBE (Member of the Order of the British Empire) for her work.

Ève Bédard

After completing her bachelor's degree in French studies and Communications at Sherbrooke University, Ève Bédard launched her career in the communications and journalism fields. She then started studying law and working at Heenan Blaikie, one of the leading private law firms in Canada, in the labour and employment law sectors. She has had the opportunity to execute a variety of mandates and to develop legal arguments in fields

Ève Bédard cont'd

related to labour law. She then joined the Quebec Press Council as an Analyst and Communications Manager, a role which allowed her to leverage her experience in communications, journalism, and law. In October 2008, she joined the Quebec Coalition on Weight-Related Problems as a Content and Business Case Development Coordinator. She is also a member of the board of directors of her children's childcare centre and is about to complete her communications master's thesis on arguments in professional journalism.