

FOOD FOR THOUGHT (February 5, 2009)
& alPHa BUSINESS MEETINGS (February 6, 2009)

Novotel Toronto Centre Hotel
 45 The Esplanade, downtown Toronto



Day One of the 2009 alPHa Winter Semi-Annual Meeting features a full day program, *Food for Thought*, on public health perspectives regarding food production and sustainability as well as food and beverage advertising to children. Hear from experts on the interconnections among health, diet, food production and the environment. Learn why food sustainability matters to public health practice. Find out how health units can develop province-wide advocacy for a ban on all commercial advertising of food and beverages targeted to children. *Food for Thought* is open to anyone with an interest in the above issues.

Session participants will be able to:

1. recognize food production and sustainability issues, both existing and emerging, and understand their relationship to public health;
2. identify resources and potential community connections to local food production and sustainability partners;
3. develop and discuss public health approaches to food production and sustainability issues;
4. discuss, compare and contrast the experiences and best practices regarding bans on the commercial advertising of food and beverages to children from the jurisdictions of Quebec and the United Kingdom; and
5. determine an appropriate approach to banning the commercial advertising of food and beverages to children in Ontario.

Day Two features half-day business meetings for members of the various alPHa constituent societies of COMOH and the Board of Health Section. Discuss topical issues and share experiences with colleagues from around the province. Please note these are closed meetings.

Pre-conference Activity for Board of Health Members: *There will be a special strategic planning session open to all board of health members at the Novotel on Wednesday, February 4 from 7:00 to 9:00 PM. Strategic priorities will be set for alPHa's Board of Health Section for the coming year. Pre-registration required. Additional fee applies. See registration form for details.*

preliminary program

(All sessions and times subject to change)

Thursday, February 5 - "Food for Thought"

7-8 am	Group Physical Activity (optional)
8-9 am	Continental Breakfast & Registration
9 am-12 pm	Plenary Session: Food Production and Sustainability
	<ul style="list-style-type: none"> • <i>Keynote:</i> Dr. Robert Lawrence, Professor and Director, Centre for a Livable Future, Johns Hopkins University School of Public Health, Baltimore, MD • Panel presentations and discussion to follow

continued

Plenary Session: Food Production and Sustainability cont'd

• *Panellists:*

- Dr. Wayne Caldwell, Professor, Rural Planning & Development, University of Guelph
- Ellen Desjardins, Doctoral Candidate, Department of Geography & Environmental Studies, Wilfred Laurier University
- Matthew Duke, Owner of Terza Farms and Board Member of Tri-Town & District Chamber of Commerce, Temiskaming
- Dr. David McKeown, Medical Officer of Health, Toronto Public Health

12-1 pm

Lunch

1-4 pm

Plenary Session: Food and Beverage Advertising to Children

- *Speakers:*
 - Dr. Brian Cook, Research Consultant, Healthy Living, Disease Prevention, Toronto Public Health
 - Dr. Susan Linn, Associate Director of the Media Center of the Judge Baker Children's Center and Instructor of Psychiatry, Harvard Medical School
 - Jeanette Longfield, MBE, Co-ordinator, Sustain, UK
 - Ève Bédard, Coordinator, Quebec Coalition on Healthy Weights
- Plenary discussion to follow

4:30-6 pm

Reception

6:30 pm

Group Skate (optional) at the nearby Natrel Rink, Harbourfront Centre, 235 Queen's Quay W. (15-minute walk; skate rentals available at Natrel Rink)

Friday, February 6 - "alPHa Business Meetings"

7-8 am

Group Physical Activity (optional)

8-9 am

Continental Breakfast & Registration

9 am-12 pm

Concurrent Section Meetings:

- **COMOH General Meeting** (for Medical and Associate Medical Officers of Health, Community Medicine Residents)
- **Board of Health Section General Meeting** (for board of health members)

12-1 pm

Lunch

1 pm

Conference Ends

food for thought speakers

MORNING KEYNOTE: Dr. Robert Lawrence

Robert Lawrence is the Center for a Livable Future Professor and Professor of Environmental Health Sciences, Health Policy, and International Health at the Johns Hopkins Bloomberg School of Public Health and Professor of Medicine at the Johns Hopkins School of Medicine. Dr. Lawrence is a graduate of Harvard College and Harvard Medical School, and trained in internal medicine at the Massachusetts General Hospital in Boston, Massachusetts. He served for three years as an epidemic intelligence service officer at the Centers for Disease Control and Prevention, U.S. Public Health Service.

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MORNING KEYNOTE: Dr. Robert Lawrence cont'd

In 1996, Dr. Lawrence became the founding director of the Center for a Livable Future at the School of Public Health. The Center is an inter-disciplinary group of faculty and staff that focuses attention on equity, health, and the Earth's resources. Research, education, and advocacy examine the relationships among diet, food production systems, the environment, and human health. In 2002, he was awarded the Albert Schweitzer Humanitarianism Prize.

MORNING PANEL: Food Production and Sustainability

- Dr. David McKeown, Medical Officer of Health, Toronto Public Health
- Dr. Wayne Caldwell, Professor, Rural Planning & Development, University of Guelph
- Matthew Duke, Owner of Terza Farms and Board Member of Tri-Town & District Chamber of Commerce, Temiskaming
- Ellen Desjardins, Doctoral Candidate, Department of Geography & Environmental Studies, Wilfrid Laurier University

AFTERNOON SPEAKERS: Food and Beverage Advertising to Children

Dr. Brian Cook • Dr. Cook is a Research Consultant at Toronto Public Health with a primary focus on food issues. He has done research on children's marketing for the Public Health Agency of Canada and is involved in an international research project on children's TV advertising across 12 countries. In 2008, his work on children's marketing led the Toronto Board of Health to unanimously call for a national ban on marketing to children.

Dr. Susan Linn • Dr. Linn is Associate Director of the Media Center of the Judge Baker Children's Center and an Instructor in Psychiatry at Harvard Medical School. She has written extensively about the effects of media and commercial marketing on children. In 2006 she received the American Psychological Association's Presidential Citation for her work on behalf of children.

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 • Ève Bédard is the Coordinator for the Quebec Weight Coalition. The Coalition supports public policies for environments that are conducive to a healthy diet, regular physical activity, and a realistic perception of healthy weight, body and spirit. Ms. Bédard will discuss the total ban on commercial advertising to children in the Province of Quebec. She is a lawyer and has worked in journalism, communications and for the Quebec Press Council.

information at a glance

Conference Location: All conference activities will take place at the **Novotel Toronto Centre, 45 The Esplanade (Yonge & Front Sts.), downtown Toronto** (http://www.novotel.com/novotel/fichehotel/gb/nov/0931/fiche_hotel.shtml). This boutique-style hotel features guestrooms with free wireless Internet, fitness room, indoor pool, restaurant and full service business centre. Nearby attractions include Air Canada Centre, Hockey Hall of Fame, Eaton Centre (shopping), restaurants, and the theatre district.

Directions to Hotel: *We encourage attendees to take public transit or carpool to the conference.*

By subway/rail, exit Union Station and walk east along Front Street. Turn south on Yonge Street and turn east on The Esplanade (10 minute walk in total). **By car (from the West),** from Pearson International Airport or Highway 401 Eastbound, exit onto Highway 427 South. Exit Highway 427 onto the Gardiner Expressway (after about 20 minutes). Exit the Gardiner Expressway onto Yonge Street North. Immediately after turning onto Yonge Street, there will be an overpass. Immediately after the overpass turn right onto The Esplanade. The hotel is after the stop sign on the right hand side. **By car (from the East),** from Highway 401 Westbound, exit onto Don Valley Parkway South. Exit Don Valley Parkway onto the Gardiner Expressway West. Exit onto Yonge Street North. Follow directions as above.

Accommodation: A block of rooms is being held at the Novotel Toronto Centre for alPHa Winter Meeting delegates. The special conference rate is \$149.00 per night, single/double occupancy, plus applicable taxes. This rate is available only until **January 5, 2009**. Delegates must make their own reservations by calling **(416) 367-8900** or e-mailing h0931@accor-hotels.com.

Guaranteed reservations are held until 6:00 PM; late arrival is considered to be after 6:00 PM. Non-guaranteed reservations will be cancelled at 6:00 PM on the date of arrival. Failure to cancel a guaranteed reservation by 4:00 PM on the date of arrival will result in a charge of one night's room+tax. Check-in time is 3:00 PM, check-out 12:00 noon. **Parking Fee:** Hotel underground parking is available at a rate of \$18.25+tax overnight with in/out privileges. Entrance is on The Esplanade.



Airport Transportation: The Novotel in downtown Toronto is approximately a 25-35 minute cab ride from Toronto Pearson International Airport. Alternatively, a regular **Airport Express** shuttle bus service leaves the airport every 20 minutes (during peak times) or 30 minutes (during off peak times) for a number of major downtown Toronto hotels. The closest pickup/drop off hotel is the Fairmont Royal York (near Union Station at Front & York Sts.)

Conference Registration Fees:

Full Conference Rate:	(incl. 2 breakfasts, 2 lunches, 1 reception, Thurs. & Fri. program sessions)	\$250+GST
Daily Rate:	Thursday (incl. 1 breakfast, 1 lunch, 1 reception, Thurs. program session)	\$200+GST
	Friday (incl. 1 breakfast, 1 lunch, Fri. program session)	\$100+GST
BOH Strategic Planning Session Rate:	(incl. coffee/tea, dessert)	\$50+GST
Emeritus Member Rate:	Full (incl. 2 breakfasts, 2 lunches, 1 reception, Thurs. & Fri. program sessions)	\$150+GST
	Thursday only (incl. 1 breakfast, 1 lunch, 1 reception program session)	\$100+GST
	Friday only (incl. 1 breakfast, 1 lunch, Fri. program session)	\$50+GST
Community Medicine Resident Rate	Full (as above) or Daily (as above)	No charge

Cancellation Policy: Notify alPHa on or before **January 15, 2009** for full refund of registration fees. Cancellations after this date but before 4:30 PM, January 26, are subject to a 20% processing fee. No refund for cancellations after January 26, 2009 or for no shows. Substitutions are welcomed but please notify our office. Contact is Karen Reece, (416) 595-0006 ext. 24, karen@alphaweb.org

