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Childhood Obesity and Public Health Conference 2010

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Childhood Obesity and Public Health Conference 2010

Developing an Evidence-based Childhood Obesity Strategy: THE IMPORTANCE OF EVALUATION



SEPTEMBER 29, 2010

Pennington Biomedical Research Center
C. B. Pennington, Jr. Building

Developing an Evidence-based Childhood Obesity Strategy: THE IMPORTANCE OF EVALUATION



The Conference

This is the third annual childhood obesity and public health conference to be held at the Pennington Biomedical Research Center. Childhood obesity is fast becoming the greatest public health challenge facing America. Indeed, the First Lady, Michelle Obama recently began an aggressive national campaign to solve the epidemic of childhood obesity within a generation.

There are many potential public health approaches to reducing the prevalence of childhood obesity. However, most have not been properly evaluated, and very few have been shown to be effective. This public health conference will bring together local, national and international experts on the topic of developing public health strategies that can be employed to tackle the growing problem of childhood obesity, with a special focus on the State of Louisiana.

Learning Objectives

The participants in this conference will be able to:

- comprehend the extent of the problem of childhood obesity in both the nation and in the State of Louisiana
- identify key targets for prevention that can be addressed through public health measures
- learn the importance of evaluation in designing and implementing childhood obesity programs
- learn the common pitfalls associated with evaluating interventions
- understand how to assess the success of interventions and programs at reducing childhood obesity

Who Should Attend?

This conference is designed for professionals engaged in public health efforts, including: physicians, nutritionists, physical activity specialists, registered dietitians, nurses, health educators, psychologists, and counselors; healthcare policy makers, researchers, media, business and civic leaders, parks and recreation personnel, and early childhood and school-age educators and decision-makers.

AGENDA:

- 9:00 am Welcome**
Steven B. Heymsfield, MD
Executive Director, Pennington Biomedical Research Center
- 9:10 am Introduction**
Peter T. Katzmarzyk, PhD
Associate Executive Director for Population Science
Pennington Biomedical Research Center
- 9:20 am Physical Activity and Health of Louisiana's Youth: State Report Card 2010**
Stephanie T. Broyles, PhD
Pennington Biomedical Research Center

- 9:55 am Developing an Evidence-based Strategy to Combat Childhood Obesity in Louisiana**
Peter T. Katzmarzyk, PhD
Pennington Biomedical Research Center
- 10:30 am Break**
- 10:45 am Behavior Change for Pediatric Obesity Prevention: What's the Evidence?**
Tom Baranowski, PhD
Baylor College of Medicine, Houston, Texas, USA
- 11:30 am Presentation of Cecil J. Picard Award – Louisiana Obesity Council**
- 11:45 am Lunch (Provided)**
- 12:45 pm The Importance of Cost-Effectiveness Research in Implementing and Evaluating Interventions**
Michael Pratt, MD, MPH,
Centers for Disease Control and Prevention, Atlanta, GA
- 1:30 pm Real World Evaluation of Physical Activity Using Objective Monitors**
Citrine Tudor-Locke, PhD
Pennington Biomedical Research Center
- 2:00 pm Break**
- 2:15 pm The Logic Model as an Integral Part of Designing and Evaluating Your Program**
Lisanne Brown, PhD, MPH
Louisiana Public Health Institute
- 2:45 pm How do you Assess Success? Comprehensive Intervention Evaluation for the Health Practitioner**
Lucie Levesque, PhD
Queen's University, Canada
- 3:30 pm Closing Remarks and Adjournment**

Registration for this event is free and will be available
on our website at www.pbrc.edu.
Please call (225) 763-2936 for more information.
www.pbrc.edu