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