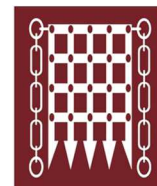


**Westminster Food & Nutrition Forum Keynote Seminar: Tackling obesity in the new policy landscape - marketing, reformulation and implementing chapter 2 of the government's plan for action**

*Timing: Morning, Wednesday, 17<sup>th</sup> October 2018*

*Venue: Sixty One Whitehall, London SW1A 2ET*



**WESTMINSTER  
FOOD & NUTRITION  
FORUM**

*Agenda subject to change*

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**Eleanor Smith MP**, Vice Chair, All-Party Parliamentary Group on Obesity
- 9.05 - 9.40 **Realising the government's ambition to halve childhood obesity by 2030 - evidence, responsibilities across the system and next steps**  
**Dr Alison Tedstone**, Deputy Director, Diet, Obesity and Physical Activity & Chief Nutritionist, Public Health England  
Questions and comments from the floor
- 9.40 - 9.50 **Advertising policy - emerging issues and next steps**  
**Guy Parker**, Chief Executive, Advertising Standards Authority
- 9.50 - 10.40 **Priorities for driving behaviour change - education, marketing and developments in the retail and out of home sector**  
**Caroline Cerny**, Alliance Lead, Obesity Health Alliance  
**Hilary Ross**, Executive Partner, London and Head of Retail, Food and Hospitality, DWF  
**Hugo Harper**, Principal Advisor, Health, The Behavioural Insights Team  
Questions and comments from the floor with **Guy Parker**, Chief Executive, Advertising Standards Authority
- 10.40 - 10.45 **Chair's closing remarks**  
**Eleanor Smith MP**, Vice Chair, All-Party Parliamentary Group on Obesity
- 10.45 - 11.15 Coffee
- 11.15 - 11.20 **Chair's opening remarks**  
**Baroness Boycott of Whitefield**, Director and Trustee, Food Foundation and Chair, Veg Power
- 11.20 - 11.45 **Case study - initiatives in London**  
**Paul Lindley**, Chair, London Child Obesity Taskforce  
Questions and comments from the floor
- 11.45 - 11.55 **The developing role of the food and drink industry in promoting and offering healthy alternatives**  
**Kate Halliwell**, Head, UK Diet and Health Policy, Food and Drink Federation
- 11.55 - 12.50 **Moving beyond the sugar reduction programme - next steps for reformulation, calorie reduction and labelling**  
**Jenny Arthur**, Head, Nutrition and Product Development, Leatherhead Food Research  
**Bryonie Hollaert**, Diet and Health Manager, Food Policy, Co-op  
**Phil Dalton**, Head, Regulatory, Sun Branding Solutions  
Questions and comments from the floor with **Kate Halliwell**, Head, UK Diet and Health Policy, Food and Drink Federation
- 12.50 - 13.00 **Chair's and Westminster Food & Nutrition Forum closing remarks**  
**Baroness Boycott of Whitefield**, Director and Trustee, Food Foundation and Chair, Veg Power  
**Michael Ryan**, Deputy Editor, Westminster Food & Nutrition Forum