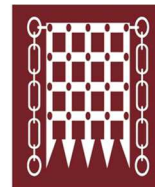


**Westminster Food & Nutrition Forum Keynote Seminar: Tackling obesity in the new policy landscape - marketing, reformulation and implementing chapter 2 of the government's plan for action**

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

Venue: Central London



**WESTMINSTER  
FOOD & NUTRITION  
FORUM**

*Draft 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 - 9.20 **Tackling obesity and opportunities for prevention - where are we now and what's working?**  
**Professor Jonathan Valabhji**, National Clinical Director for Obesity and Diabetes, NHS England
- 9.20 - 9.40 **Case studies - initiatives in London and Scotland**  
**Paul Lindley**, Chair, London Child Obesity Taskforce  
**Heather Peace**, Head, Nutrition Science and Policy, Food Standards Scotland
- 9.40 - 10.00 Questions and comments from the floor
- 10.00 - 10.10 **Advertising policy - emerging issues and next steps**  
**Guy Parker**, Chief Executive, Advertising Standards Authority
- 10.10 - 11.00 **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
- 11.00 - 11.05 **Chair's closing remarks**  
**Eleanor Smith MP**, Vice Chair, All-Party Parliamentary Group on Obesity
- 11.05 - 11.30 Coffee
- 11.30 - 11.35 **Chair's opening remarks**  
**Baroness Jenkin of Kennington**, Vice Chair, All-Party Parliamentary Group on Obesity
- 11.35 - 11.45 **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
- 11.45 - 12.25 **Moving beyond the sugar reduction programme - next steps for reformulation, calorie reduction and labelling**  
**Duncan Stephenson**, Director, External Affairs & Marketing, Royal Society for Public Health  
**Jenny Arthur**, Director, Nutrition & Innovation, Leatherhead Food Research  
**Phil Dalton**, Head of Regulatory, Sun Branding Solutions  
Questions and comments from the floor with **Kate Halliwell**, Head, UK Diet and Health Policy, Food and Drink Federation
- 12.25 - 12.55 **New approaches to tackling obesity and next steps for policy**  
**Dr Alison Tedstone**, National Director & Chief Nutritionist, Diet and Obesity, Health Improvement, Public Health England  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Food & Nutrition Forum closing remarks**  
**Baroness Jenkin of Kennington**, Vice Chair, All-Party Parliamentary Group on Obesity  
**Michael Ryan**, Deputy Editor, Westminster Food & Nutrition Forum