

ADDRESSING OVERWEIGHT AND OBESITY

CONCEPT NOTE

Organizers	Germany, Brazil, WHO-network, Nordic Council of Ministers
Focal Person	Lene Breum Larsen, Nordic Council of Ministers (lbl@norden.org)
Objectives and programme	<p>Objectives</p> <ul style="list-style-type: none"> • The goal of the side event is to highlight and discuss possible approaches in addressing overweight, obesity and NCD's, in order to identify solutions and co-operation that can yield promising results. • The side event will provide an opportunity to share and discuss best practice examples, lessons learned and recommended actions for the future. <p>Programme</p> <p>18:30 Welcome</p> <p>18:35 Fighting Overweight and Obesity in a Developed Country – Strengthening Life Competence – German view <i>Prof. Michael Krawinkel</i></p> <p>18:45 Nutrition - the Nordic Way: Policy, Recommendations and Labeling <i>Prof. Pekka Puska</i></p> <p>18:55 Addressing childhood obesity through healthier diets – reducing the marketing pressure – view of the WHO European Action Network <i>Prof. Knut-Inge Klepp</i></p> <p>19:05 Brazil's strategy for prevention and control of obesity: a joint action by different level of government, through intersectoral approach and social participation <i>Vice minister de Campos (Minister of Social Development and Hunger Combat)</i></p> <p>19:15 Views <i>2 invited speakers</i></p> <ul style="list-style-type: none"> • Corinna Hawkes, • Person from Industry (TBC) <p>19:25 Questions from the floor/discussion</p> <p>19:55 End of side event/farewell <i>Prof. Tim Lang</i></p>

Speakers	<ul style="list-style-type: none"> • Prof. Krawinkel, Justus Liebig University • Prof. Pekka Puska, Finnish National Institute for Health and Welfare • Prof. Knut-Inge Klepp, Director-General of the Public Health Division of the Norwegian Directorate of Health and an adjunct professor at the University of Oslo • Vice minister de Campos, Ministry of Social Development and Hunger Combat • Corinna Hawkes, Head of Policy & Public Affairs, World Cancer Research Fund International • Person from the Industry-sector (TBC)
Moderator	Professor Tim Lang, Food Policy at City University, London
Date and venue	20 November 2014, 18:30 - 20:00 - Iran Room
Languages	English, Portuguese
Refreshments/Food	Will be provided