



Government
Events

Addressing Childhood Obesity: Healthier Choices, Healthier Children

Wednesday 20th November 2019
Event Guide





Our Loyalty Discount

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How to Claim Your CPD Points

Regarding CPD credits, it is the individual delegate's responsibility to evaluate their learning and record it appropriately into their CPD portfolios according to your institute's requirements.

For this Conference, you are entitled to 8 CPD points.



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Welcome Letter

Dear Delegate,

Welcome to Addressing Childhood Obesity: Healthier Choices, Healthier Children conference.

Today you will have the opportunity to hear presentations from key organisations from sector leaders in addition to a series of case studies examining best practice in a range of settings.

This conference will provide participants with the invaluable opportunity to learn from a range of health policy organisations and think tanks to understand cross-sector collaboration as the key to developing innovative strategies to promote healthy lifestyles, unlocking a healthier UK and reducing the presence of childhood obesity. Participants will also be able to listen to case studies demonstrating successful approaches to addressing childhood obesity, including: the relationship between obesity and mental health, advertising techniques, and healthy weight school nurses, along with guidance as to how they can apply initiatives within their own organisations.

If you have any questions or queries please ask our onsite management team, who will be more than happy to help you. They are located at the registration desk.

We hope you have a rewarding and enjoyable day.

Yours Truly,

David Blake
Government Events



Our Future Events

Please look at our website, www.GovernmentEvents.co.uk,
to view our future events. These include:

[Improving Infant Health And Wellbeing Outcomes](#)

Wednesday 4th December 2019, America Square Conference Centre

[Closing The Gap In National Health Inequalities: The Way Forward](#)

Tuesday 10th December 2019, Hallam Conference Centre

[The Next Steps for the Troubled Families Programme: Implementing an Integrated Approach to Supporting Disadvantaged Families](#)

Thursday 23rd January 2020, Central London

[The 2nd Annual Future of Mental Health Services](#)

Tuesday 28th January 2020, Central London

*Programme Subject to Change



Agenda AM

- 08:45-09:30 **Registration**
- 09:30-09:40 **Chair's Welcome Address**
Jane DeVillè-Almond, Chair, British Obesity Society
- 09:40-10:00 **Keynote Address: Implementing Recommendations to Make Schools Healthier Food Zones for Children**
Barbara Crowther, Coordinator of the Children's Food Campaign, Sustain
- 10:00-10:20 **Keynote Address: Addressing Childhood Obesity: The Role of Advertising**
Stephen Woodford, CEO, Advertising Association
- 10:20-10:40 **Question and Answer Session**
- 10:40-11:10 **Refreshment and Networking Break**
- 11:10-11:30 **Keynote Address: Every Child a Healthy Weight: Developing and Implementing Strategies to Promote Healthier Lifestyles and Reduce Childhood Obesity**
Paul Lindley, Founder, Ella's Kitchen and Chair, London Child Obesity Taskforce
- 11:30-11:50 **Case Study: Veggie Run: Creating an App to Promote Healthy Living for Children**
Dennis Brewin, Head of Catering, London Borough of Havering
Kayley Johnson, Freelance Marketing Consultant, London Borough of Havering
- 11:50-12:10 **Question and Answer Session**
- 12:10-13:10 **Lunch and Networking**

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Agenda PM

- 13:10-13:30** **Afternoon Keynote: Communicating to Parents and Children about Obesity**
Dr Fiona Gillison, Co-author of *Psychological Perspectives on Obesity: Addressing Policy, Practice and Research Priorities*, University of Bath
- 13:30-13:50** **Case Study: Eat Them to Defeat Them: Using Creative Advertising Techniques to Inspire Children to Eat Veg**
Jo Ralling, Campaign Director, Veg Power and Head of Communications, The Food Foundation
- 13:50-14:10** **Case Study: The Relationship Between Childhood Obesity and Mental Health**
Dr Praveetha Patalay, Associate Professor, Centre for Longitudinal Studies and MRC Unit for Lifelong Health and Ageing, University College London
- 14:10-14:30** **Question and Answer Session**
- 14:30-14:50** **Refreshment and Networking Break**
- 14:50-15:10** **Case Study: Tailoring Approaches to Tackle Obesity with a Healthy Weight School Nurse**
Bimpe Oki, Consultant in Public Health, Lambeth London Borough Council
- 15:10-15:50** **Training Session: Creating Long-Lasting Behaviour Change to Improve Family Health and Wellbeing**
Sian Livsey, Training and Development Manager, HENRY
- 15:50-16:10** **Question and Answer Session**
- 16:10** **Chair's Summary and Close**

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Speaker Biographies

Jane DeVille-Almond

Chair, British Obesity Society

Jane is an independent nurse consultant and freelance journalist specialising in behaviour change in men's health and obesity. She has worked at the cutting edge of innovation and has had much national and local press coverage appearing on many TV and radio shows. She has run men's health surgeries and weight management clinics in many unusual places including a barber's shop, Harley-Davidson show room, Truck stops, crown green bowling clubs, pubs, working men's clubs and fishing fairs.

Jane has also been involved in improving health in communities and the workplace working not only with many small businesses but also larger companies such as Royal Mail, BT, MOD and Arriva PLC. She has been primary care editor of the Nursing Times and a part-time Senior Lecturer at the University of Wolverhampton and has also worked in Bermuda with the Department of Health to improve the diabetes and obesity levels on the island.

Jane has trained nurses, doctors and other health care professionals throughout the UK, Europe, Bermuda and the Far East. She is recognised as a leading expert in her field and has written many published articles and papers on the subject. She has won several awards for her innovation in nursing has appeared in many TV programmes still regularly appears on BBC radio shows as an expert guest. She is currently chair of the British Obesity Society.



09:30-09:40

Barbara Crowther

Coordinator of the Children's Food Campaign, Sustain

Barbara joined Sustain in 2018 and manages the Children's Food Campaign, which champions children's rights, parent power and government action to improve the food environment children grow up in. This includes campaigning for tighter regulations of junk food marketing to children, better school food and reducing children's consumption of sugary or unhealthy food.

Barbara worked for over 13 years for the Fairtrade Foundation as Director of Policy & Public Affairs, leading the organisation's communications, public campaigning, policy and research to make trade work better for farmers and workers in Africa, Asia, Latin America and the Caribbean.

Prior to that she was Head of Campaigns at Save the Children, working on child poverty and child rights. As well as her work for Sustain, Barbara is a freelance campaigns and public affairs consultant specialising in sustainability, ethical trade and human rights, a personal and professional performance coach and an avid foodie, birdwatcher, singer and creative writer.



09:40-10:00

Stephen Woodford

CEO, Advertising Association

Stephen was appointed CEO of the Advertising Association in September 2016. The Advertising Association's mission is to promote and protect the role, rights and responsibilities of advertising and all the key media owners and trade bodies are members of the AA. Prior to joining, Stephen held management roles in three agencies (Leo Burnett, WCRS/Engine and DDB/adam&eveDDB) He also currently chairs youth marketing agency Livity, a social purpose-driven business that seeks to transform young peoples' lives, especially from BAME backgrounds. He is a founder and director of U, a digital challenger to conventional banks. Stephen is a past President of NABS and serves on the board of the History of Advertising Trust. He was IPA President (2003-05) where he led both their first ethnic diversity initiative and transformed its professional qualifications for new industry entrants, which over 15,000 people have now sat and passed in the UK and around the world.



10:00 – 10:20



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Paul Lindley

Founder, Ella's Kitchen and Chair, London Child Obesity Taskforce

Paul is an award-winning British entrepreneur, social campaigner and author. In 2006 he founded Ella's Kitchen, an innovative brand of organic baby food built on a core social mission. It has since become the UK's largest baby food brand, with over \$100M in sales across 40 countries. Paul stepped back from Ella's Kitchen in 2018 to devote more of his time to social campaigning. In 2014 he co-founded The Key is E, supporting African entrepreneurs whose social businesses benefit children. In 2017 his book, the critically acclaimed bestseller 'Little Wins: The Huge Power of Thinking Like a Toddler', was published. In addition to being appointed Chair of London's Child Obesity Taskforce, Paul is Chair of Robert F Kennedy Human Rights UK, a Trustee of Sesame Workshop, the creators of Sesame Street, and sits on the Board of social enterprise Toast Ale.



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11:10 -11:30

Dennis Brewin

Head of Catering, London Borough of Havering

Dennis has almost 35 years of catering experience starting his career as a YTS through to Executive Chef in the B&I/ Corporate sectors until moving 'out of his whites' into management with well renowned Companies. His last 15 years have been predominantly within the education sector of which he is extremely proud of. He is passionate about 'feeding the future' and ensuring that freshly cooked, vibrant food is available to all children and equally passionate regarding the health and wellbeing of all children through education and fun.



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11:30-12:50

Kayley Johnson

Freelance Marketing Consultant, London Borough of Havering

Kayley is an experienced freelance marketing consultant after extensive working in both the public and private sector. Since leaving university she has worked with a range of organisations to market and embed their offer to new and prospective customers.

After numerous years working in the private sector, Kayley transitioned her skill set to marketing the rewards of foster care. Whilst working as Campaigns Manager for the London Borough of Havering she was able to shape the Veggie Run campaign and work with new partners to further enhance the offer to children, parents and schools. In her subsequent freelance role Kayley has continued to develop Veggie Run into an award-winning marketing campaign and continues to build the brand.



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11:30-12:50

Dr Fiona Gillison

Co-Author of *Psychological Perspective on Obesity: Addressing Policy, Proactive and Research Priorities*,
University of Bath

Fiona Gillison is a Chartered Psychologist and Reader in Health and Exercise Psychology at the University of Bath. Her primary research interest is in investigating how we can support people to improve their health behaviours to prevent and reduce obesity. Her research includes international studies investigating the determinants of childhood obesity, the design and delivery of theoretically and pragmatically informed interventions to promote physical activity and healthy eating, and she is increasingly working on projects that apply behavioural science to inform policy. Fiona has published extensively on the subject of understanding how parents respond to feedback that their child is overweight, and is working on a number of projects to explore how we can work with parents more positively in our attempts to reduce childhood obesity while maintaining children's wellbeing. She is an academic advisor to the PHE advisory board for the National Child Measurement Programme (NCMP), and part of the core team writing recent guidance for integration of psychology into obesity prevention and treatment services published by the British Psychological Society.



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13:10-13:30



Jo Ralling

Campaign Director, Veg Power and Head of Communications, The Food Foundation

For 11 years Jo Ralling held leadership positions in the Jamie Oliver Group driving growth for the media group, overseeing all television production and distribution of over 300 hours of programming, creating the global digital strategy and setting up the hugely successful Multi Channel Network Food and Drinks Tube.

She launched the 'SUGAR SMART' campaign for the Jamie Oliver Food Foundation and played a pivotal role in delivering the UK and global advocacy campaign to raise awareness of the dangers of Sugar to long-term public health and lobbying the Government to urgently introduce a Childhood Obesity Strategy and Sugar Tax. In 2015 she led the Food Revolution Day campaign calling for food education to be a compulsory part of the school curriculum. The global petition reached a staggering 1.7 million signatures and was the first campaign to get support from every country in the world.

For the past 2 years she has worked for The Food Foundation as Head of Communications and Campaign Director for Veg Power. In 2019 she was behind the 'EAT THEM TO DEFEAT THEM' campaign partnership with ITV which created a bold and brave advertising campaign designed to get kids to eat more veg. The campaign has been recognised by a variety of awards including Cost Sector Catering, IGD, Fresh Produce Journal and Social Media campaign 2019. Jo has also been again named on the Public Sector Top 20 most influential list.



13:30-13:50

Dr Praveetha Patalay

Associate Professor, Centre for Longitudinal Studies and MRC Unit for Lifelong Health and Ageing, University College London

Dr Praveetha Patalay is an Associate Professor at University College London based at the Centre for Longitudinal Studies and the MRC Unit for Lifelong Health and Ageing. She is a population mental health researcher interested in mental health through the life course with a particular focus on childhood and adolescence and has recently been investigating the relationship between obesity and mental health in the British birth cohort studies.



13:50-14:10

Bimpe Oki

Consultant in Public Health, Lambeth London Borough Council

Bimpe Oki is a Public Health Consultant in Lambeth. Her career and experience in Public Health spans over twenty years. She has significant expertise in health improvement, behaviour change, health inequalities and community development. She has also been involved in organisational and workforce development. Bimpe has provided Public Health leadership on specific topics such as obesity, physical activity, nutrition, tobacco control, workplace health and regeneration.

She has spearheaded innovative programmes, several of which have been identified as models of good practice. She has with her team, developed and supported the implementation and evaluation of the innovative Lambeth Child Healthy Weight Programme, elements of which have been used as case studies. Bimpe has contributed towards regional and national policy and practice on obesity. She has also been involved in the development of NICE obesity guidance.



14:50 – 15:10

Siân Livsey

Training and Development Manager, HENRY

Siân joined HENRY in 2014. Her career includes senior management roles in the corporate sector and 15 years running her own consultancy delivering coaching, training, workplace mediation and wellbeing programmes to a wide range of organisations and with individuals. With a keen interest in learning and a passion for supporting others to build confidence and make changes in their own lives, Siân's role as Training and Development Manager at HENRY allows her to build on this passion. HENRY is an organisation that is transforming lives by supporting behaviour change and helping parents gain the confidence and skills to give their children a best start in life. She has an MSc in Human Resource Development and is co-author of 'Transforming Training' (Kogan Page 2006).



15:10-15:50



Thank you for attending our conference.

We hope you found the day interesting and insightful. Speaker presentations will be made available to download on completing the post show survey which will be emailed to you within one week after the event.

We wish you a safe journey home.

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