

THE ROLE OF MEDIA IN CHILDHOOD OBESITY

Tuesday, February 24, 2004
Agenda

9:00-9:15

Coffee and registration

9:15-9:30

Opening presentation

Vicky Rideout, Vice President, Director of the Program for the Study of Entertainment Media and Health, Kaiser Family Foundation

9:30-9:45

Presentation of research on media and obesity

Does the time children spend with media displace time spent in physical activity?

Elizabeth Vandewater, Assistant Professor, Human Development, University of Texas at Austin; Director, Center for Research on Interactive Technology, Television, and Children.

Does reducing the time children spend using media also reduce obesity?

Tom Robinson, Assistant Professor of Pediatrics and of Medicine, Center for Research in Disease Prevention, Stanford University.

9:45-11:00

Discussion

Kelly Brownell, Professor and Chair of Psychology, Yale University, Director of the Yale Center for Eating and Weight Disorders, and author of the book *Food Fight*

Dale Kunkel, Professor of Communication, University of California Santa Barbara, and Senior Author, American Psychological Association's *Scientific Report on Advertising and Children*

William MacLeod, Attorney, Collier Shannon Scott Law Firm, representing the Grocery Manufacturers of America

Patti Miller, Director of the Children & the Media Program, Children Now

Marva Smalls, Executive Vice President, Nickelodeon

Ellen Wartella, Dean, College of Communication, University of Texas at Austin, and Member, Kraft Wellness Council

Moderator:

Jackie Judd, Senior Visiting Fellow, Kaiser Family Foundation