



**IT'S CHILD'S PLAY:
Advergaming and the Online Marketing of Food to Children**

Barbara Jordan Conference Center
Washington, DC

Wednesday, July 19, 2006

AGENDA

9:00 **Breakfast and registration**

9:30 **Opening remarks**

Vicky Rideout, M.A., vice president, and director, Program for the Study of Entertainment Media and Health, Kaiser Family Foundation

Presentation of study findings

Elizabeth Moore, Ph.D., associate professor, marketing, University of Notre Dame

10:00 **Roundtable Discussion**

Panel: Nancy Daigler, vice president, corporate and government affairs, Kraft Foods

William Dietz, M.D., Ph.D., director, Division of Nutrition and Physical Activity, Centers for Disease Control and Prevention

Daniel Jaffe, J.D., executive vice president, government relations, Association of National Advertisers

Dale Kunkel, Ph.D., professor, communication, University of Arizona and member, Institute of Medicine Committee on Food Marketing to Children and Youth

Margo Wootan, D.Sc., director, nutrition policy, Center for Science in the Public Interest

11:30 **Adjournment**