

# Childhood Obesity and Public Health Conference 2010

## Developing an Evidence-based Childhood Obesity Strategy: The Importance of Evaluation



### The Facts

Childhood obesity is fast becoming the greatest public health challenge facing America. Indeed, First Lady, Michelle Obama recently began an aggressive national campaign to solve the epidemic of childhood obesity within a generation.

### The Conference

This public health conference will bring together local, national and international experts on the topic of developing public health strategies that can be employed to tackle the growing problem of childhood obesity, with a special focus on the State of Louisiana.

### Learning Objectives

The participants in this conference will be able to: comprehend the extent of the problem of childhood obesity in both the nation and in the State of Louisiana, identify key targets for prevention that can be addressed through public health measures, learn the importance of evaluation in designing and implementing childhood obesity programs, learn the common pitfalls associated with evaluating interventions, and understand how to assess the success of interventions and programs aimed at reducing childhood obesity.

### Who Should Attend?

This conference is designed for professionals engaged in public health efforts, including: physicians, nutritionists, physical activity specialists, registered dietitians, nurses, health educators, psychologists, and counselors; healthcare policy makers, researchers, media, business and civic leaders, parks and recreation personnel, and early childhood and school-age decision-makers.

### Register Today!

This is a free conference, but pre-registration is required.

## FREE CONFERENCE

September 29, 2010

9:00 am - 3:30 pm

(Doors open at 8:00 am)

Pennington Biomedical Research  
Center

C.B. Pennington, Jr. Building  
6400 Perkins Road  
Baton Rouge, LA 70808

## REGISTER TODAY!



## Featured Presentations



**Behavior Change for Pediatric Obesity Prevention: What's the Evidence?**  
Tom Baranowski, Ph.D.  
*Professor of Pediatrics, Baylor College of Medicine*



**How do you Assess Success? Comprehensive Intervention Evaluation for the Health Practitioner**  
Lucie Lévesque, Ph.D.  
*Associate Professor, Queen's University School of Kinesiology and Health Studies*



**The Importance of Cost-Effectiveness Research in Implementing and Evaluating Interventions**  
Michael Pratt, M.D., M.P.H.  
*Sr. Advisor for Global Health, CDC National Center for Chronic Disease Prevention and Health Promotion*

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