



NUTRITION
& HEALTH
FOUNDATION

4th

ANNUAL SEMINAR

Tuesday 18th October 2011 08.15 -14.00

Guinness Storehouse, Crane Street, Dublin 8

INNOVATIONS IN TACKLING OBESITY

- Getting involved
- Working together
- Thinking differently about obesity



Nutrition & Health Foundation is a multi-stakeholder partnership within IBEC

- Enterprise Ireland
- Exercise & Sports Science Association of Ireland
- Irish Nutrition & Dietetic Institute
- Irish Society of Chartered Physiotherapists
- The Irish Universities Nutrition Alliance
- The National Dairy Council
- safefood

www.nhfireland.ie

SEMINAR OBJECTIVES

The Nutrition and Health Foundation strive to bring different sectors together on the issue of obesity.

The aim of the annual NHF seminar is to;

- ✿ To further raise awareness about obesity
- ✿ To learn, share knowledge and gain new insights from examples of best practice as well as through group discussion (collaborative learning).
- ✿ To examine the roles and responsibilities of both the public and private sectors in tackling obesity.
- ✿ To highlight the work of the Nutrition and Health Foundation since its launch in 2005.

WHO SHOULD ATTEND?

Individuals interested in health, obesity, health promotion, food and beverage industry including:

- ✿ Food Industry Senior Executives
- ✿ Government officials and policy makers
- ✿ Dietitians, Nutritionists, Health Promotion Offices, Physiotherapists, Psychologists and other health professionals, and health workers
- ✿ Administrators, managers, and executives
- ✿ Educators
- ✿ Researchers
- ✿ Students/Trainees

If you are charged with improving health and wellbeing either within or external to your organisation, then we have a seat saved for you!



SESSION ONE: PROF. PAT WALL, UCD/NHF.

TIME	SPEAKERS	ORGANISATION	TOPIC
08.15 - 8.45	Registration		
8.50 - 9.00	John McGrath	Dawn Farm Foods/NHF	Opening of meeting
9.00 - 9.20	Minister Jimmy Deenihan, T.D.	Minister for Arts Heritage, and the Gaeltacht	Ministerial Opening Address
09.20 - 10.00	Dr. Tony Holohan	Chief Medical Officer, Dept of Health and Children	Keynote Address: Innovations in obesity in Ireland
10.00 - 10.20 including questions	Colin Gordon	Chief Executive, Glanbia Consumer Foods	Role and work of industry to help resolve the obesity crisis
10.20 - 10.40	Helen King	Head of Insight & Innovation, Bord Bia	Consumer Motivations and trends in food and beverages
10.35 - 11.00	Group question and answer session		
11.00 - 11.30	Coffee break & networking		

SESSION TWO: MR. MARTIN HIGGINS, SAFEFOOD/NHF.

TIME	SPEAKERS	ORGANISATION	TOPIC
11.30 - 11.50	Roy Ballam	Education Programme Manager, British Nutrition Foundation	European Food Framework Study: Provisional results
11.50 - 12.00	Brian Fallon	President, Restaurants Association of Ireland	Kids Size Me Initiative
12.00 - 12.10	Anne Farrell	Workplace Health Promotion Officer, CIE group	Embracing Workplace Wellbeing from a company perspective
12.10 - 12.20	Caitriona Walsh	Owner, Littlegreenfingers.me	Outdoor childminding
12.20 - 12.30	Dr. Tom O' Callaghan	Founder and Clinical Director, Living Health Clinic	Multidisciplinary approach to health including gym and cafe
12.30 - 13.00	Group question and answer session & Conclusion		
13.00 - 14.00	Lunch		

BIOGRAPHIES



PROFESSOR PAT WALL

Patrick Wall is Associate Professor of Public Health in University College Dublin's School of Public Health and Population Sciences which hosts the National Nutrition Surveillance Centre.

His teaching and research interests include food borne diseases, lifestyle related diseases and health damaging consumer behaviour. He is a co-director of the UCD Centre for Behaviour and Health which is engaged in research on behavioural economics, population health disparities and policy interventions.

He was the first Chief Executive of the Irish Food Safety Authority. He was the second Chairperson of the European Food Safety Authority. He was one of seven non Chinese nationals on the committee advising the Beijing Food Authority on food safety controls for the 2008 Beijing Olympics. He is the Chairperson of the Mental Health Commission's Research Committee. He is a member of the Food Safety Authority of Ireland's Healthy Eating Guidelines steering committee.

He qualified in Veterinary Medicine in University College Dublin, in Human Medicine in the Royal College of Surgeons of Ireland. He has an MSc in Infectious diseases from the University of London and an MBA from the Michael Smurfit School of Business. He is a Diplomat of the European College of Veterinary Public Health, a Member of the Faculty of Public Health Medicine of Ireland, a Fellow of the Faculty of Public Health Medicine in the UK and is a Member of the Royal College of Veterinary Surgeons.

Pat Wall is also a member of the Nutrition and Health Foundation's Scientific Advisory Committee.



JOHN MCGRATH

John McGrath is head of business development at Dawn Farm Foods, a leading manufacturer and exporter of cooked meat products, based in Naas, Co Kildare.

John is a member of the Industry and Commerce committee in the RDS, is a past president of the Association of Advertisers in Ireland and past member of the board of the Advertising Standards Authority of Ireland. He was formerly marketing and consumer foods director with Bord Bia and has served on the executive council of the Marketing Institute. John has an M.A. in Politics and an MBS in International Marketing from UCD.

John McGrath is chair of the NHF Executive Board.

BIOGRAPHIES



MINISTER JIMMY DEENIHAN

Mr. Jimmy Deenihan, T.D. was appointed Minister of Arts, Heritage and the Gaeltacht in 2011.

He has continuously served in Dáil Eireann since first being elected in 1987 with numerous roles as a TD (a party spokesperson over the years on a number of topics), a Senator and a Minister for State at the Department of Agriculture, Food and Forestry. He was a member of Kerry County Council from 1985 to 1994, and Kerry County Vocational Education Committee (1985-1991). From 1992 to 1994 he was a member of the Kerry County Enterprise Board and was re-elected to Kerry Council in June 1999.

In addition to his political career, Jimmy Deenihan has a strong historical involvement in the Listowel Players, the North Kerry Literary Trust, the Kerry Literary & Cultural Centre and the St. Johns Theatre & Arts Centre.

A member of the Gaelic Athletic Association he won All-Ireland football medals with Kerry in 1975, 1978, 1979, 1980 and in 1981, the year he captained the team. He received a GAA All-Star Award in 1981.

Jimmy Deenihan was fundamental in the setting up of the Listowel Food Fair. Since its inception in 1995, the Listowel Food Fair has continued to develop successfully and is now an established event in the calendar of Kerry festivals. The key object of the Food Fair is to increase to the awareness of the range and quality of Kerry and Irish food products through a variety of measures including seminars, tastings and cookery demonstrations. Now in its 17th year, the Listowel Food Fair is the longest running food festival in Ireland.



DR TONY HOLOHAN

Dr Tony Holohan was appointed as Chief Medical Officer in December 2008.

His responsibilities include:

1. Leading on patient safety and quality in health care
2. Leading on public health (health promotion, health protection including emergency planning, health improvement)
3. Leading on reproductive health and social inclusion
4. Providing expert medical evidence, analysis and advice to the Minister, Ministers of State and to the Department
5. Contributing to the development and implementation of policy and services in relation to the health services as a whole
6. Working with the medical profession on policy and professional matters and playing a lead role in maintaining good working relationships between the Department and the profession
7. Developing good working relationships with relevant external agencies and stakeholders, both nationally and internationally, particularly the HSE, HIQA and the Medical Council
8. Communicating Departmental positions in the media and at national and international fora
9. Providing a high quality training environment and experience for the Specialist Training Programme in Public Health.

Dr Tony Holohan qualified from UCD in 1991 and trained initially in General Practice and subsequently in public health medicine. He was appointed as Deputy Chief Medical Officer at the Department of Health and Children in 2001 where he worked on the Health Strategy, Primary Care Strategy National Health Information Strategy. He has more recently worked on the new National Cancer Control Strategy as a member of the National Cancer Forum. He is also a member of the National Cancer Registry Board and the Health Research Board.

He has previously been a member of the Board of the Faculty of Public Health Medicine.

BIOGRAPHIES



COLIN GORDON

Colin Gordon was appointed CEO of Glanbia Consumer Foods Ireland in March 2006.

Prior to that he headed up C&C Ireland for 8 years where he oversaw the performance of Ireland's largest soft drinks company and the development of Magners in Northern Ireland. He has held a number of other senior management positions within C&C Group and elsewhere in Irish Industry for over 25 years. Colin is a Fellow of the Marketing Institute and was a founder and Chairperson for 5 years of Bord Bia's Brand Forum.

He is Chairman of the Food and Drinks Industry of Ireland, a Board Member of Bord Bia's Consumer Food Board and a former President of the Irish Grocers Benevolent Fund.



HELEN KING

Heading the Insight & Innovation department in Bord Bia - The Irish Food Board, Helen is always on the quest for inspiring ideas.

Backed up by a decade of client side marketing planning expertise at Cadburys, and a Master in economics, she knows the tricks of the trade. At Bord Bia she is renowned for a dynamic consumer centred approach and employing cutting edge research. In 2009 she was winner of Marketing Society Research Excellence Awards, Business to Business.

Helen has fostered and guided many Irish brands' success. Her initiatives include the insight and innovation programme foresight4food and the Consumer Lifestyle Trends programme, both of which have been widely welcomed by food and drinks companies across Ireland. Her work has been documented in many talks and publications.

Helen is a native of New York and has been living in Ireland for over 25 years.



MARTIN HIGGINS

Martin Higgins has led *safefood* since its inception in December 1999.

He began his public service career at the Department of Posts and Telegraphs and moved to the Department of Health in 1979, specialising initially in finance, but later concentrating on legislation, North South cooperation and policy development. Martin holds professional qualifications in finance and accountancy, regulatory affairs and health economics.

In 1998 he joined the Food Safety Authority of Ireland as Director of Corporate Services. A year later Martin moved to *safefood*, initially on secondment, and was appointed Chief Executive in 2001. He has served on, and chaired, a number of specialist committees with the Arts Council, Health Research Board and the Pharmaceutical Society of Ireland.

Martin Higgins also sits on the Nutrition and Health Foundation Council.



ROY BALLAM

Roy Ballam is Education Programme Manager with the British Nutrition Foundation

Roy Ballam originally trained as a secondary school food technology teacher, and has been a General Certificate of Secondary Education (GCSE) moderator and A-level Principal Examiner. Roy's work at the Foundation includes the production of innovative resources to support the teaching and learning of food and nutrition in schools.

He has extensive experience in using, and evaluating, ICT to enhance teaching and learning in school, community and other settings to a wide variety of audiences. Roy manages the Foundation's education programme, Food- a fact of life, as well as working on a consultancy basis for government and other organisations.

BIOGRAPHIES



BRIAN FALLON

Brian Fallon recently-elected President of the Restaurants Association of Ireland.

With over 30 years' experience in the restaurant sector, he's the 16th President of the Association. His father, Frank, also served as RAI President over 20 years ago. For the last two years, Brian, who succeeds Paul Cadden as RAI President, has been a strategic member of the RAI National Council. He served as Midland Branch Chairman and as a member of its Events Committee.

Brian a graduate of the Galway Catering institute owned and ran the Red House Country Hotel in Kildare for 15 years. He was a founding partner of the Lemongrass group of restaurants established in 2001 and was also a founding partner in Fallon & Byrne which was opened in 2005 with Partners Paul & Fiona Byrne. Brian Currently owns and runs Fallons of Kilcullen, a gastro pub and restaurant in the picturesque village of Kilcullen, Co. Kildare



ANNE FARRELL

Anne Farrell is Workplace Health Promotion Officer with the CIE group – (Bus Eireann , Dublin Bus and Irish Rail) RGN,HDIP hsww ,HDIP hp

She has developed effective health promotion strategies and programs to all 3 companies. In 2006/2007 Gut busters was delivered to Dublin Bus. In 2008 a national more accessible program called Life Fit was delivered to all employees with measurable results, including a paper which is due to be published soon. To date the Life Fit programs continue within each company on a smaller scale.

She also works with employees on a one to one capacity as a health coach using neuro linguistic programming and life coaching techniques. Another area of interest is human factors and its influence on the health of a worker. She has lectured with the Aviation Authority on their Human Factor course.

Prior to her present role, she has worked as an Occupational Health and Safety Advisor for IBM, Toyota and Intel. Within these roles Health Promotion was always a primary interest.



CAITRIONA WALSH

Caitriona Walsh is Owner Manager of Little Green Fingers which she established in 2010.

Her background is diverse from a career in planning, community and sustainable development, to environmental education. She obtained an MSc in Sustainable Development in 2000, has just received an Advanced FETAC Level 6 in Montessori Education. Her work has spanned working in the community, education and the private sector. Little Green Fingers won an Innovation Award from the IPPA/ NCNA in 2011.



DR. TOM O' CALLAGHAN

Tom is a founder and Clinical Director of Livinghealth Clinic, Mitchelstown, Ireland's largest independent GP led Advanced Primary Care Centre situate at the crossroads of Munster serving Cork, Limerick, Waterford and Tipperary.

Tom has 15 years experience in General Practice and is a Graduate of RCSI (1991) and Specialist Training Programme in General Practice UCC. He is a previous Board Member of ICGP and representative to Board of Southdoc, GP Co-Op.

He has a special interest in high altitude and expedition medicine, practice management systems, development of programmes for Chronic Disease Management, strategies for Health Promotion, Education and disease prevention. In addition to his Clinical Director position at Livinghealth Tom continues to practice as a GP.

Tom is also the Founder and Director of the Iheed Institute. Iheed is a not-for-profit organisation dedicated to promoting and supporting innovation in health education.

WHERE TO BOOK

To attend this free event, please

- (a) book online via the events section of the Nutrition and Health Foundation website:
http://www.nhfireland.ie/0/Innovations_in_tackling_obesity
- (b) Contact Adrienne McDonnell, NHF Executive on 01 605 1677
- (c) Email Adrienne at adrienne.mcdonnell@ibec.ie
- (d) Text Adrienne on 086 6037234 and we will contact you.

Spaces are limited so get booking now.



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Promoting a Healthy Ireland

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