AGENDA

1. Introduction – Philadelphia Department of Public Health
2. Presentation, “Digital Marketing, Food Industry, and Public Health” - Dr. Lori Dorfman
3. Question and Answer/Discussion

RESOURCES

- “Target Marketing Soda & Fast Food: Problems with Business as Usual”
- “The Soda and Fast-Food Industries Target their Marketing Towards Mothers of Color”
- “What Surrounds Us Shapes Us: Making the Case for Environmental Change”
- Reading between the Lines: Understanding Food Industry Responses to Concerns about Nutrition

Interactive Food and Beverage Marketing www.digitalads.org
- Defines types of digital marketing materials and has a series of comprehensive reports

SAVE THE DATE

Tuesday July 19th, 2011, 9am – 11am
HEAL Coalition Meeting
Topic: Food Procurement Standards and Practical Applications
Guest Speakers: American Heart Association
Presentation from the American Heart Association on the how and why of healthy food procurement, including practical tools for your organization; Peer to peer networking will follow the discussion.

Wednesday, August 10, 2011, 9am – 11am
Expert Speaker: Dr. Lisa Powell
Senior Research Scientist, Institute for Health Research and Policy, University of Illinois at Chicago
Topic: Healthy Food Pricing Strategies
Learn and discuss pricing trends for fresh fruits and vegetables, soda, and fast food; the connections between price and eating patterns; and strategies to increase healthy food consumption.

**RSVP for both events by emailing Andrea.Dwyer@phila.gov**