

The Obesity Society Food Industry Engagement Council Meeting Summary

September 2, 2015, 11:00 – 12:30pm ET

The following represents a summary of the topics discussed during the meeting.

Attendees:

Richard Black, PepsiCo, Inc. – Chair; Claudia Reidt, Dr. Pepper/Snapple Group; Roxi Beck, Center for Food Integrity; Colette Heimowitz, Atkins Nutritionals, Inc.; Lexie Leyman, Dannon; Vicki Cox, Atkins Nutritionals, Inc.; Tim Morck, Nestle Nutritionals, Inc.; Joseph Ratliff, Dr. Pepper/Snapple Group; Jennifer Livingston, Atkins Nutritionals, Inc.; Kate Houston, Cargill; Christina Khoo, Ocean Spray Cranberries; Catherine Kwik-Uribe, Mars Inc.; Alexandra Hast, Campbell Soup Company; Wendy Reinhardt Kapsak, Monsanto; Christine Pelkman, Ingredion; Sarah Downs, Center for Food Integrity; Patricia Kearney, Peanut Institute

TOS: Nikhil Dhurandhar, President; Penny Gordon-Larsen, President–elect; Martin Binks, Secretary-Treasurer; Allen Levine, Vice President; Steven Smith, Past-President; Francesca Dea, Executive Director; Mollie Turner, Director of Marketing, Communications & Strategic Partnerships; Sylvia Rowe, Former Food Industry Task Force Chair

Leadership Institute (Presented by TOS Leadership to FIEC for consideration)

Dr. Dhurandhar provided an overview of the new TOS obesity leadership institute called LEAP (Leadership Program), which was described as a program that is intended to develop leadership skills in obesity among TOS early career members. The intent is twofold: to benefit individual careers, and broadly benefit the field of obesity research and treatment. In addition to developing broad general leadership skills, TOS hopes to expose and prepare early career members for the unique challenges faced by leaders in obesity – for example, engendering ethical, positive, transparent and collaborative relationships with industry, working on policy and obesity treatment and research advocacy and so forth. The Institute would also provide networking opportunities for the future among Institute Alumni and faculty.

It was highlighted that a great deal of thought went into the development of the program which is currently being guided by a TOS Task Force. It is currently intended to be a year-round program which will include contact in person at ObesityWeek, a 3-4 day intensive retreat, contacts via webinar and other web-based exposure throughout the year, and a concluding in person day at ObesityWeek the second year. It is in part modelled after the very successful Dannon Nutrition Institute, which many TOS leaders have attended, only with a specific focus on the unique challenges of obesity leadership.

The program budget was presented and is based on 15 – 20 TOS member participants. The budget included a one-time cost for curriculum development and implementation and ongoing operational expenses. It was noted that TOS hopes to engage each of its corporate councils in this effort (Corporate Healthcare Advisory Council; Food Industry Engagement Council; and the planned Physical Activity Industry Engagement Council in the future). While TOS would prefer to have a large collective of companies to add strength and diversity of representation, we are open to individual companies offering support in the absence of such broad-based representation. The management structure was discussed. The program curriculum will be developed and operations managed by a TOS steering committee ongoing.

ObesityWeek

2015 – Food Industry Forum Ideas

The forum has been in place for several years as part of the efforts of the Food Industry Task Force (which has now been replaced by the FIEC). Typically we seek ideas for topics and presenters from various stakeholders, and strive to achieve breadth in viewpoints at this forum. The group was requested to provide ideas for topics and quality speakers. After discussion and input from FIEC members and TOS Leadership, the group agreed to focus this year's forum on the individualized approach to weight loss, which could encompass genetics, the microbiome, dietary patterns and their relationship to obesity.

2015 – Industry Panel/Reception

Beginning in 2014, TOS put together a workshop with accompanying networking reception with an emphasis on careers in industry which was very successful. Industry was also invited to purchase a table for exchanging ideas and information with attendees. TOS is holding it again this year and invited FIEC members to attend and consider having a table.

2015 –ObesityWeek

This year the meeting is in Los Angeles, Nov. 2 – 6. Registration is on track with expectations.

What's New this year?

- A Poster Presentation Theater, where 6 of the top early career abstracts will be presented on stage during each poster session. Contestants will earn prizes based on audience votes.
- Early career challenge at the Opening Session, which is a live competition with a panel of judges modelled after popular TV programs of this type (with proper attention to professionalism and a light-hearted atmosphere). Grant applications will be presented (briefly) from main stage with panel of judges and audience voting (5th judge).

2016 – Exhibit Floor

TOS is trying some new things for ObesityWeek2016 in New Orleans. We are planning to build out a specific location within the Exhibition Hall specifically to highlight the food and fitness industry exhibitors. This is a nice opportunity for the food and fitness industry to create a conversation space, with a small stage for mini-presentations in that area focused on their efforts to contribute to positive efforts related to obesity. It will provide opportunity for attendees to engage industry representatives in collegial discourse. TOS is still working on details. OW exhibitor policy was discussed.

Plan for FIEC Meeting November 2015:

- 1) Development of FIEC Charter
- 2) Identify other topics of interest to the group

Other Business

It was explained that TOS leadership is looking to further improve transparency in our engagement with corporate partners. In addition to our already longstanding and highly transparent reporting of financial support publically; we recently decided that we would post a summary report of the proceedings of the engagement council meetings to our website, making it publicly available. This will go a long way toward industry leading transparency goals of TOS and hopefully promote better understanding among our members and the public of the tone and objectives of our corporate councils. The group agreed.