

Session # 3241.0

Session Title:

## A Systems Approach to Curb Obesity: Innovation, Integration, and Health in all Policies

Moderators:

Bruce Y. Lee, MD, MBA  
Yeeli Mui, MPH

Where:

Chicago, IL

Date:

Monday, November 2, 2015

Time:

12:30 pm – 2:00 pm

[Globalobesity.org](http://Globalobesity.org)

[facebook.com/globalobesity](https://facebook.com/globalobesity)

[twitter.com/GlobalObesity](https://twitter.com/GlobalObesity)

[huffingtonpost.com/bruce-y-lee](http://huffingtonpost.com/bruce-y-lee)



2015 American Public Health Association (APHA) Annual Meeting  
Community Health Planning and Policy Development



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in connecting policy development to obesity prevention and control. Our panel session will highlight the use of a systems approach to addressing obesity with exemplars from different regions of the world.



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**Bruce Lee, MD, MBA** is the Director of the Global Obesity Prevention Center (GOPC) and Associate



Professor in the Department of International Health at Johns Hopkins Bloomberg School of Public Health with over 15 years of experience in industry and academia in public health operations research, including developing and utilizing mathematical and computational methods, models, and tools to help stakeholders better understand decision making, processes, and systems.

Dr. Lee is the first panelist presenting on “Virtual Population for Obesity Prevention (VPOP) Labs: Simulating the impact of food environment changes on obesity risk.” This talk will give an overview of the systems approach to obesity prevention and control and provide an example of a computational simulation model.

**Steven Allender, MMFPH, PhD** is a Professor at Deakin University in Australia and has an ongoing program of research on the burden of disease and obesity prevention. Recent work has seen a particular interest in the emerging burden of chronic disease in developing countries and the possibilities for using complex systems methodologies in community based interventions.



Dr. Allender is the second panelist presenting on “Environmental systems and sustainable obesity prevention.” This talk will elaborate on the application of group model building as a basis for obesity intervention planning and discuss ways to measure systems change in complex systems at the community level in Australia.

**Laurette Dubé, PhD**, is a Professor and Chair of Consumer and Lifestyle Psychology and Marketing at McGill University in Canada, and the founding chair and scientific director of the McGill World Platform for Health and Economic Convergence. Dr. Dubé’s lifetime research interest bears on the study of affects and behavioral economic processes underlying consumption and lifestyle behavior and how such knowledge can inspire more effective health and marketing innovations.

Dr. Dubé is the third panelist presenting on “Addressing equity gaps in healthy food access:

A meso-level model of food innovation, distribution and acceptance.” This talk will explain the root causes of dietary differences across socio-economic classes from the perspective of food firms, retailers, government, consumers and other stakeholders and describe the interactions between major feedback systems shaping the food environment in the Canadian context.



**Bryony Sinclair, MPH** is the Senior Policy & Public Affairs Manager at World Cancer Research Fund (WCRF) International, where she advocates for the development and implementation of a comprehensive policy approach to promoting healthier diets and reducing the risk of non-communicable diseases.

Ms. Sinclair will close the panel with her talk on “A systems approach to policymaking for obesity prevention.” She will present the fundamental components of a systems approach in policymaking for obesity prevention using WCRF International’s NOURISHING policy framework and provide examples of implemented actions to help curb sugar consumption worldwide,

as well as successes, failures, and lessons learned to inform obesity prevention policies.

