

**The Oxford
Health Alliance**



**Confronting the Epidemic
of Chronic Disease**

The Oxford Health Alliance 2005 Meeting Agenda

The Oxford Health Alliance enables experts and activists from public, private and volunteer backgrounds to collaborate effectively to raise awareness and change behaviours, policies and perspectives at every level of society. The first goal is to focus attention among influencers and educate critical decision-makers in order to generate a sense of urgency about chronic disease.

The purpose of our third meeting is to maintain the considerable momentum built up over the last three years, to launch our Annual Review, to highlight progress with CAPCoD (Community Action to Prevent Chronic Disease) and to make the move from research to action across sectors globally.



Confronting the Epidemic
of Chronic Disease

Day One: 30 October 2005

10.00–12.00 **Visits to British Art and Yale Art Galleries and walking tour of Yale available**

12.00 **Registration and buffet lunch**

13.30 **Welcome and opening**

Robert Alpern, Yale School of Medicine

John Bell, University of Oxford

Pam Garside, University of Cambridge, Meeting Chair

Special welcome

Senator Tom Harkin, Iowa (via videolink)

Keynote addresses

Sir Liam Donaldson, Department of Health, England

Bernard Lown, Lown Cardiovascular Center and Research Foundation

15.00 **Progress of the Oxford Health Alliance and launch of the Annual Review**

Stig Pramming, Oxford Health Alliance

Derek Yach, Yale University

Responding to the need for enhanced global action

Beatriz Champagne, InterAmerican Heart Foundation

Brock Leach, PepsiCo

Roxanna Bonnell, Open Society Institute

Marc Suhrcke, WHO

16.00 **Break**

16.30–17.45 **Research in action**

Strengthening the information base for health systems and chronic disease

Chris Murray, Harvard University

Alan Lopez, University of Queensland

Discussion

18.00–19.15 **Welcome cocktails**

Delegates free to have dinner on their own



Confronting the Epidemic
of Chronic Disease

Day Two: 31 October 2005

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- 9.00 **Agenda for the day**
Pam Garside, University of Cambridge
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- 9.05 **Spreading the fat: the good and bad news**
Normalisation of obesity in the US: Kelly Brownell, Director, Rudd Center for Food Policy and Obesity
Trends point to poorer health in China: Liming Lee, Academy of Medical Science/Peking Union Medical College
Impediments to chronic disease prevention in the US: Steve Bodhaine, Yankelovich, Inc.
- Discussion**
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- 10.00 **The CAPCoD Initiative**
Mahmood Adil, Yale University, Department of Health, England
Leaders from three CAPCoD projects around the world
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- 11.00 **Coffee**
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- 11.30 **Business into action**
Small efforts, large effects: Ton Teerling, European Food and Health Council
Changing the image of fast food: Dick Crawford, McDonald's
The business case for prevention: Jim Fries, Healthtrac
Transforming college food: Sarah Milby, Yale University
- Discussion**
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- 12.30 **Entering the health age**
Erik Rasmussen, House of Monday Morning
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- 12.45 **Lunch**
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- 14.00–16.00 **Working groups**
1. Economic rationale for investing in chronic disease prevention
2. Overview of the current framing of chronic diseases in the key international agenda
3. Patient power: the coming revolution
4. Design for a healthy world
- Youth and media workshop**
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- 16.00–17.45 **Break**
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- 17.45 **Plenary feedback from group facilitators and discussion**
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- 18.30 **Cocktails, Woolsey Hall**
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- 19.15 **Dinner**
President's Room, Woolsey Hall, Yale University
After dinner address by Lars Rebien Sørensen, Chief Executive Officer, Novo Nordisk A/S



Day Three: 01 November 2005

9.00 **Agenda for the day**

Pam Garside, University of Cambridge

9.05 **Reflections from Theme Rapporteurs and discussion**

What's the story? Jeff Kittay, Graduate School of Journalism, Columbia University

What's the exciting research question? Barry Kistnasamy, Nelson Mandela School of Medicine, Durban

What does this mean for young people? Hala Khalaf, Author, 'Young Voices, Life with Diabetes', Jordan

What does this mean for business? Natalya V. Fedorova, Vice President, Woodrow Wilson Associates

9.50 **Yale/Oxford Health Alliance: Call to Action**

Progress on Grand Challenges: Abdallah Daar, University of Toronto

Preview of 2006 Oxford Health Alliance meeting: South Africa

Stig Pramming, Oxford Health Alliance

Danny Abelson, The Abelson Company

10.20 **Final keynotes**

The Global Challenge—Priorities in prevention: J. Edward Hill, American Medical Association

Reflections on Sir Richard Doll: David Matthews, Oxford Centre for Diabetes, Endocrinology and Metabolism

Placing prevention higher on the agenda of governments: John Seffrin, American Cancer Society

11.15 **Closing remarks**

Lars Rebien Sørensen, Novo Nordisk

John Bell, University of Oxford

Stephanie Spengler, Deputy Provost for Health, Yale University

11.30 **Buffet brunch & depart**

Additional Information

Venue address:

The Anlyan Center

300 Cedar Street

New Haven, Connecticut 06510

USA

<http://info.med.yale.edu/maps/cab.html>

Contact Details

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