



Promote Healthy Lifestyles, Prevent Childhood Obesity, and Get Kids to Move-
Asian Food Information Centre, International Life Sciences Focal Point China, and Xinhua News Agency-Outlook Weekly cordially invite you to join our event prior to Children's Day in China (June 1st),

What Gifts for Our Children on Children's Day

AFIC Media Forum on Nutrition and Health of Children in China
May30th, 2007
Beijing Hai Ge International Hotel 10th Floor
Beijing, China

Program:

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| 1:30 – 2:00 pm | Media Arrival, Registration, Press Kits Distribution |
| 2:00 – 2:05 pm | Welcome Address by Chair, Madam Chen, Chunming, Expert and Former Director of ILSI Focal Point China |
| <u>Session 1:</u> | <u>Children's Nutrition and Health: Current Trends</u> |
| 2:05 - 2:25 pm | Presentation by Professor Chengye Ji, Institute of Children and Adolescent Health, Peking University, on 'Childhood Obesity in China: Trends and the Malnutrition Burden' |
| 2:25 - 2:45 pm | Presentation by Professor Guangsheng Ma, Institute of Nutrition and Food Safety, China Center for Disease Control and Prevention, on 'Prevent Childhood Obesity: Balanced Diet and Physical Activity' |
| <u>Session 2:</u> | <u>Childhood Obesity: Intervention and Prevention</u> |
| 2:45 - 3:05 pm | "Happy 10" Classroom-based Physical Activity Program in China, Followed by Performance of Liuli Chang Primary School Students |
| 3:05 - 3:25 pm | Teachers and Parents, 'Nutrition Education for Kids at School and Home: Challenges and Opportunities' |
| 3:25 - 3:45 pm | Presentation by Helen Yu, Executive Director, Asian Food Information Center, on 'Mass Media's Role in Educating Consumers on Balanced Diet and Healthy Lifestyles' |
| 3:45– 4:00 pm | Coffee Break |

Asian Food Information Centre

Registered Address: 3 Phillip Street #18-00 Commerce Point Singapore 048693 Registration No.: ROS 0274/1997 TAP
Postal Address: P.O. Box 140 Phrakhanong Post Office Bangkok 10110 Thailand
Contact Address: 149/27-28, 5 A, 5th Floor, Pornpiwat Building, Suriwong Road, Suriyawong, Bangkok 10500 Thailand
www.afic.org Tel: +66 (0) 2634 1285 Fax: +66 (0) 2 634 1286 Email: info@afic.org

