



Sebrell Award and Symposium

**Changing the Lens on Reversing
the Global Obesity Epidemic:**
Finding effective, affordable, scalable,
and sustainable solutions

Chair: Karen Miller Kovach, MS, RD, MBA

Honoring: F. Xavier Pi-Sunyer, MD, MPH

*Monday, July 12, 2010
17:00 – 18:30*

Stockholm International Fairs & Congress Centre
Stockholm, Sweden



Symposium Program

2010 W. Henry Sebrell, Jr. Award Presentation and Lecture

Opening Remarks

Karen Miller-Kovach, Chief Scientific Officer
Weight Watchers International, Inc.

Presentation of Award

David Kirchhoff, President & CEO
Weight Watchers International, Inc.

Recipient Remarks

F. Xavier Pi-Sunyer, MD, MPH

The Scale and Economics of the Global Epidemic

Eric Finkelstein, PhD, MHA

How Effective is Weight Watchers?

First Results from a Global RCT

Susan A. Jebb, PhD

Exploring Alternatives

David Kirchhoff, President & CEO,
Weight Watchers International, Inc.

Case Study #1: Using the EHR to Support Primary Care Clinician Advice and Referrals for Intensive Counseling

Steven H. Woolf, MD, MPH
Virginia Commonwealth University

Case Study #2: NHS Referral to a Commercial Provider in the UK

Jennifer Poulter, PhD, BSc, RPHNutr,
Nutrition Works Consultancy

Summary and Conclusions

David Kirchhoff



F. Xavier Pi-Sunyer, MD, MPH

F. Xavier Pi-Sunyer, MD, MPH is Professor of Medicine at Columbia University College of Physicians and Surgeons in New York City. At St. Luke's-Roosevelt Hospital Center he serves as Chief of Endocrinology, Diabetes, and Nutrition, and is Director of the New York Obesity Research Center. Dr. Pi-Sunyer is also a Senior Attending Physician at St. Luke's-Roosevelt Hospital and New York-Presbyterian Hospital. He was Professor of Applied Physiology at Columbia Teachers' College from 1985 to 2005.

After receiving his BA in 1955 from Oberlin College, Dr. Pi-Sunyer went on to complete an MD from Columbia's College of Physicians and Surgeons in 1959 and an MPH from Harvard University School of Public Health in 1963. He has received Honorary Degrees from the Universities of Barcelona and Rome Tor Vergata.

He has served as president of the American Diabetes Association, the American Society for Clinical Nutrition and the North American Association for the Study of Obesity, as well as a Councillor of the Society for Experimental Biology and Medicine. He has been a Fellow of the Fogarty International Center of the National Institutes of Health, a member of the Institute of Medicine's Task Forces on Opportunities in the Nutrition and Food Sciences, on Medical Nutrition Therapy and on Dietary Reference Intakes on Macronutrients. He served on the 2005 U.S. Dietary Guidelines Advisory Committee and is now on the 2010 Committee. He recently completed a five-year term on the FDA Science Board Advisory Committee to the Commissioner. He chaired the committee of the U.S. National Heart, Lung, and Blood Institute that researched and defined the federal government's new guidelines for the prevention and treatment of obesity and is now on the NHLBI Consolidated Guidelines Task Force. Dr. Pi-Sunyer has received numerous awards from scientific societies for his research accomplishment. He has published over 350 peer-reviewed articles, 150 reviews and chapters, 12 books and monographs.

His research focus is on carbohydrate and lipid metabolism, obesity and diabetes. He is on the Steering Committees of both the Diabetes Prevention Program and the LookAhead trials of the NIDDK.



Eric Finkelstein, PhD, MHA

Eric A. Finkelstein is Associate Professor and Assistant Director of the Health Services and Systems Research Program, Duke-NUS Graduate Medical School, Singapore. He received a BA degree in Mathematics from the University of Michigan in 1991, PhD in economics from the University of Washington (UW) in 1998 and a Master's in Health Administration from UW in 1999. He then spent ten years at Research Triangle Institute (RTI) in North Carolina, including three as the Director of the Public Health Economics Program (2006-2009) before leaving to come to Duke-NUS in 2009.

Dr. Finkelstein's research focuses on the economic causes and consequences of health behaviors, with a primary emphasis on behaviors related to obesity. He has published over 60 peer-reviewed manuscripts and two books in these areas. His research has been widely cited by governments, media and academics. His recent Health Affairs publication on the costs of obesity in the U.S. was the most-downloaded paper on their website in 2009. Dr. Finkelstein's latest book, *The Fattening of America: How the Economy Makes Us Fat, If It Matters, and What To Do About It* and recent publications have motivated considerable debate about appropriate strategies for addressing the obesity epidemic. Dr. Finkelstein frequently consults with industry and government on issues related to the obesity epidemic.



Susan Jebb, PhD

Dr. Susan Jebb is Head of Nutrition and Health at the Medical Research Council Human Nutrition Research unit (HNR) in Cambridge, UK. Susan trained in nutrition and dietetics at the University of Surrey prior to her PhD at the University of Cambridge where she studied *in vivo*/methods to measure body composition. She moved to HNR in 1998, where her research focuses on the role of dietary factors in the aetiology and treatment of obesity and related metabolic diseases. It includes observational studies on dietary patterns and weight gain, explanatory dietary intervention studies and more pragmatic trials of community based weight management strategies.

Susan also leads the HNR Communication team who focus on the translation of nutrition science into policy and practice, working with policymakers, industry, health professionals and NGOs. She is an advisor to government on a range of issues relating to food and obesity.

Currently she is Chair of the cross-government Expert Advisory Group on Obesity in England, Chair of a NICE Programme Development Group developing guidance for the prevention of obesity at a local level and Chair of the UK Association for the Study of Obesity.

As part of HNR's public engagement programme, Susan regularly contributes to media features on food and obesity including several BBC documentaries, she writes a nutrition column for a popular magazine and recently presented a series of Sizzling Science events, working with a chef to look at science in the kitchen by cooking healthy family meals.

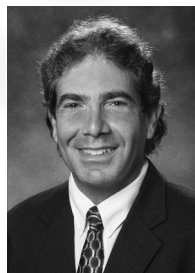


David P. Kirchhoff, President & CEO

Mr. Kirchhoff is the President and CEO of Weight Watchers International, Inc. In this role, Mr. Kirchhoff oversees a network of 19,000 service providers in almost every community around the country, as well as international operations in communities around the world. Mr. Kirchhoff's business philosophy is grounded in the belief that obesity prevention is achievable and can be realized through a combination of smart governance, industry support and community empowerment.

Prior to becoming President and CEO in 2006, Mr. Kirchhoff held several positions within the company, including Chief Operating Officer for Europe and Asia and Senior Vice President, Strategy and Business Development. Before joining Weight Watchers, Mr. Kirchhoff was the Chief Financial Officer of the Enthusiast Media Group of Primedia, Inc., a print and digital content provider; Director of Corporate Strategy and Development for PepsiCo, Inc.; and a manager and consultant with The Boston Consulting Group in Washington, D.C.

Mr. Kirchhoff holds a BS in Biomedical and Electrical Engineering from Duke University and an MBA from the University Of Chicago Graduate School Of Business.



Steven H. Woolf, MD, MPH

Steven H. Woolf is Professor at the Departments of Family Medicine, Epidemiology and Community Health at Virginia Commonwealth University and is director of the VCU Center on Human Needs. He received his MD in 1984 from Emory University and underwent residency training in family medicine at Virginia Commonwealth University. Dr. Woolf is also a clinical epidemiologist and underwent training in preventive medicine and public health at Johns Hopkins University, where he received his MPH in 1987. He is board certified in family medicine and in preventive medicine and public health.

Dr. Woolf has published more than 150 articles in a career that has focused on evidence-based medicine and the development of evidence-based clinical practice guidelines, with a special focus on preventive medicine, cancer screening, quality improvement, and social justice. From 1987 to 2002 he served as science advisor to, and then member of, the U.S. Preventive Services Task Force. Dr. Woolf edited the first two editions of the *Guide to Clinical Preventive Services* and is author of *Health Promotion and Disease Prevention in Clinical Practice*. He is associate editor of the *American Journal of Preventive Medicine* and served as North American editor of the *British Medical Journal*. He has consulted widely on various matters of health policy with government agencies and professional organizations in the United States and Europe, and in 2001 was elected to the Institute of Medicine.



Jenny Poulter, PhD, BSc, RPHNutr - Nutrition Works!

Jenny Poulter is a registered public health nutritionist in the UK with 30 years experience in research, evaluation, and health promotion. Since, leaving her role as community nutritionist in the NHS in 1990 she set up a small consultancy – Nutrition Works!

which has undertaken a wide range of public health initiatives in a variety of settings including workplaces and schools. Jenny has accrued expertise in the evaluation of communication campaigns and environmental interventions to improve nutrition awareness, knowledge and behaviors amongst different target audiences. Increasingly she is contributing to policy development at national level including participation in the UK's School Meals Review Panel convened to transform school meals, which is a key strand of the Government's strategy to tackle childhood obesity. As part of this obesity strategy she is providing technical support for the 'Healthier Food Mark' designed to promote healthier more sustainable food through public sector catering outlets.

As a consultant to Weight Watchers UK for the last 6 years she has helped steer their public health activity, manage the evaluation of their NHS Referral Scheme and facilitate collaboration with their research and public sector partners.



The W. Henry Sebrell, Jr. Award

Beginning in 1998, the Weight Watchers Foundation sponsored the W. Henry Sebrell, Jr. Award to honor an individual who has made lifetime contributions to our understanding of the causes of obesity and its treatment.

The award is named after W. Henry Sebrell, Jr., M.D. In addition to being the first Medical Director for Weight Watchers International, Inc., Dr. Sebrell was an assistant U.S. Surgeon General, the director of the National Institutes of Health, and the R.R. Williams professor and director of the Institute of Human Nutrition at Columbia University College of Physicians and Surgeons in New York City.

Past Recipients of the W. Henry Sebrell, Jr. Award

Dr. Jules Hirsch

Dr. Claude Bouchard

Dr. George Bray

Dr. Per Bjorntorp

Dr. W. Phillip T. James