



2023 SESSION GUIDE

The workshops for the 2023 Sugar Reduction Summit are classified into five issue-based tracks:

- **Messaging and Legal (ML)**
- **Policy and Regulatory (PR)**
- **Sparkling Advocacy (SA)**
- **Strengthening Communities (SC)**
- **Supporting Science (SS)**

The Summit begins at 1:00 PM EDT daily and exact times for all sessions will also be posted on the virtual conference platform.

DAY 1

Plenary Session—1:00 PM-2:00 PM EDT

Opening Remarks: **Peter Lurie**, MD, MPH, Executive Director and President, Center for Science in the Public Interest

Moderator: **Colin Schwartz**, MPP, Director, Federal Affairs, Center for Science in the Public Interest

Keynote 1: **Stacy Dean**, MPP, Deputy Under Secretary, U.S. Department of Agriculture

Keynote 2: **Ashwin Vasani**, MD, PhD, Commissioner of Health, New York City Department of Health and Mental Hygiene

Break With Yoga and Stretching Video—2:15 PM-2:24 PM EDT

Join instructor **Whitney Hosein** and release your tension through a short session of yoga, stretching, and breathing exercises.



Workshop Sessions—2:25 PM-3:25 PM EDT

Changing Norms and Advancing Policy: Sugary Drink Countermarketing and Public Awareness Campaigns (ML)

Increasing public awareness about the harms of sugary drinks and beverage industry marketing tactics is critical for successful policy campaigns and changing social norms around sugary drinks. This session will present examples of sugary drink countermarketing and traditional public awareness campaigns including campaign development, implementation, and effectiveness. Workshop attendees will learn what makes messages effective and how campaigns contribute to winning policy victories.

Moderator: Jim Krieger, Executive Director, Healthy Food America and Clinical Professor, University of Washington, Healthy Food America and University of Washington

Speakers:

Rudy Ruiz, CEO, Interlex Communications, Inc.

Gail Ogawa, Program Specialist, Hawaii Department of Health

Ann Potempa, Public Health Communications Specialist, Alaska Department of Health, Division of Public Health

Evaluating the Evidence for Added Sugars Reduction Policies (SS)

Evidence-based dietary guidance is clear. People across all life stages should limit their intake of foods and beverages that are high in added sugars and limit overall added sugars intake to achieve a healthy dietary pattern and reduce their risk for diet-related disease. Although population added sugars intake has declined over the last two decades, on average, Americans of all ages, male and female, consume more added sugars than recommended daily. Thus, policies and interventions to reduce added sugars consumption remain a top public health priority in the US. This session will bring together experts in research and policy to examine the evidence for policies targeting added sugars reduction across the food environment.

Moderator: Brian Elbel, PhD, MPH, Professor of Population Health and Health Policy, New York University Langone Health

Speakers:

Roopa Kalyanaraman Marcello, DrPH, MPH, CPH, Senior Director, Research & Evaluation, Office of Ambulatory Care and Population Health, New York City Health + Hospitals

Amaka Anekwe, MS, RDN, Director of Strategic Nutrition Initiatives, New York City Department of Health and Mental Hygiene

Lindsey Smith Taillie, PhD, Associate Professor, UNC Chapel Hill



How Sugar Reduction Strategies Can Double as Sustainability Strategies (SA)

This session will look at how we can find and capitalize on opportunities to integrate sustainability into ongoing sugar reduction policy work. Nutrition, health, and the environment can all benefit from our policy strategies in unison. How can advocates be strategic in writing policies that target decreased sugar consumption, improved nutrition, and increased concern for the environment?

Moderator: [Sara Ribakove](#), MBA, Campaign Manager, Food and Environment, Center for Science in the Public Interest

Speakers:

[David Cleveland](#), Ph.D, M.S., Research Professor, University of California Santa Barbara

[Zach Conrad](#), PhD, MPH, Assistant Professor, William & Mary

[Claudia Malloy](#), Senior Director, Advocacy, Center for Science in the Public Interest

Networking Roundtables—3:30 PM-4:00 PM EDT

Join summit attendees from your geographic region to connect and learn from each other. Tables will be marked by region/states. Two tables will provide Spanish translation.

Workshop Sessions—4:05 PM-5:05 PM EDT

State Preemption 101: How to Fight a Powerful Industry Tactic (ML)

The food and beverage industry use preemption—the legal doctrine by which a higher level of government can limit a lower level of government’s ability to act in a particular area—to block progress on food and nutrition policy. Industry lobbying has resulted in at least 14 states curbing local government’s power to regulate certain matters related to food and nutrition. This workshop provides an overview of preemption’s impact on public health policy, including sugar reduction efforts, and explores strategies that advocates can use to address preemption.

Moderator: [Emily Friedman](#), Esq., Legal Affairs Attorney, Center for Science in the Public Interest

Speakers:

[Ted Mermin](#), Executive Director, UC Berkeley Center for Consumer Law & Economic Justice / Public Good Law Center

[Benjamin Winig](#), JD, MPA, Founder and Principal, ThinkForward Strategies



Healthier Grocery Stores: Policy Opportunities to Make Healthy Choices Easier for Shoppers In-Store and Online (PR)

Three-quarters of Americans' calories come from food retailers like grocery stores and supermarkets, creating an incredible opportunity to improve healthy food access. However, the current in-store and online retail food environments make healthy choices difficult for customers. Food and beverage manufacturers pay grocery stores large amounts of money to promote and place their products in prominent store locations, and online retailers disproportionately promote unhealthy items. This session explores how policy can leverage marketing tactics to drive healthier purchases by 1) reviewing the evidence base and legal feasibility of healthy retail marketing strategies, 2) identifying policy opportunities to integrate these strategies, and 3) obtaining input from shoppers that utilize SNAP and grocery leaders on these retail and policy changes.

Moderator: [Sara John](#), PhD, Senior Policy Scientist, Center for Science in the Public Interest

Speakers:

[Allison Karpyn](#), PhD, Professor, Co-Director, University of Delaware Human Development and Family Sciences/Center for Research in Education and Social Policy

[Jennifer Pomeranz](#), Assistant Professor, New York University

[Julie Greene](#), MPH, Director of Guiding Stars Licensing Company, LLC, Ahold Delhaize USA

[Julia Wolfson](#), Associate Professor, Johns Hopkins Bloomberg School of Public Health

Conversation on Centering Racial Equity in Food System Interventions and Research (SC)

In the United States, Black and Indigenous people are disproportionately burdened by the highest rates of food insecurity. The USDA defines food insecurity as a lack of consistent access to enough food for every person in a household to live an active, healthy life. This definition is widely utilized at the population level but does not adequately capture the ways in which cultural foodways and practices can affect the way communities nourish themselves. As such, while food insecurity is an adverse outcome mediated by multiple variables, centering racial equity in food system interventions and research examinations is critical to comprehensively mitigating food system inequities and longstanding barriers to health.

According to Race Forward, "Racial Equity is a process of eliminating racial disparities and improving outcomes for everyone." It involves changing policies, practices, systems, and structures through measurable metrics in specific subpopulations. To effectively change harmful structures and practices, racial equity must be operationalized in a strategic manner that prioritizes those impacted by the injustice. Join us in a conversation with Jazmon Stewart and Jessica Quinlan to discuss what it means to advance food justice and food sovereignty with racial equity front and center.

Moderator: [Ashley Hickson](#), Senior Health Equity Advisor, Center for Science in the Public Interest

Speakers:

[Jazmon Stewart](#), Founder/Owner, iThrive

[Jessica Quinlan](#), MPH, RD, CLC, Food Sovereignty Coordinator, Zuni Youth Enrichment Project



Plenary Session—5:15 PM-5:45 PM EDT

Low-Sugar Cooking Demo

Sit back, relax, and enjoy watching CSPI's Healthy Cook Kate Sherwood prepare a delicious meal including a side dish, main course, and fruit dessert—all low in added sugar. The recipes will be available to all attendees in our Summit Resource Library.

Facilitator: **Kate Sherwood**, Culinary Director and Executive Chef, Center for Science in the Public Interest

DAY 2:

Plenary Session—1:00 PM-2:00 PM EDT

Added Sugar Reduction in Cities Large and Small: New York City's and Berkeley's Progressive Policies, Initiatives and Executive Orders

Progressive food policies can be implemented in locales both large and small. New York City (8 1/2 million residents) and Berkeley, CA (117,000 residents) are both known as leaders and innovators when it comes to introducing and implementing food policy. We'll hear from senior leaders in both locales about their impressive sugar policy initiatives and wins, how they got them passed and implemented, and what they have planned for the future.

Moderator: **Michael A. Nutter**, Former Mayor City of Philadelphia, Michael A Nutter Advisors, LLC

Speakers:

Kate MacKenzie, MS, RD, Executive Director of the Mayor's Office of Food Policy, New York City Mayor's Office of Food Policy

Holly Scheider, Health Policy Advisor, Berkeley Healthy Checkout / SSB tax

Workshop Sessions—2:10 PM-3:10 PM EDT

What Does an Effective Sugary Drink Tax Look Like? National and Local Perspectives (SC)

This panel will discuss what it means to design and evaluate effective sugary drink taxes, including the importance of building consensus on community needs and larger public health outcomes. Like any policy, the structure of the tax, who was involved in the advocacy and design, and where the funds are allocated are a few of the factors that affect how effective a sugary drink tax will be at investing revenue in communities and shifting consumer consumption behaviors. We will hear from individuals and organizations that have developed practices to guide community-centered sugary drink tax work, and from advocates who have passed local sugary drink taxes. Attendees will learn about challenges and successes communities have faced when distributing and utilizing tax revenue, identify elements to consider when designing and advocating for community-centered sugary drink taxes, and key considerations when evaluating the effectiveness of taxes post-implementation.

Moderator: **Eric Batch**, MPP, Vice President, Advocacy, American Heart Association



Speakers:

Xavier Morales, PhD, MRP, Executive Director, The Praxis Project

Ayanna Davis, MS, Deputy Executive Director, Program and Policy, Healthy Black Families

Karma Smart, Community Health Commissioner, City of Berkeley Community Health Commission

Dwayne Wharton, Principal, Just Strategies

Denisa Livingston, MPH, Community Health Advocate, Diné Community Advocacy Alliance (DCAA)

Front-of-Package Nutrition Labeling in the U.S., Mexico, and Canada: A Government Perspective (PR)

Mexico, Canada, and the United States are each at different stages in the process of considering, adopting, or implementing front-of-package nutrition labeling systems to help consumers quickly and easily identify packaged foods that are high in sugar, sodium, or saturated fat. In this session, government officials from each of these countries will present on the current status of front-of-package labeling in their nations, highlighting successes and challenges.

Moderator: Eva Greenthal, MS, MPH, Senior Policy Scientist, Center for Science in the Public Interest

Speakers:

Dr. Simon Barquera, DIRECTOR, Centro de Investigación en Nutrición y Salud., INSTITUTO NACIONAL DE SALUD PÚBLICA

Robin McKinnon, PhD, Senior Advisor for Nutrition Policy, U.S. Food & Drug Administration

Stephen Norman, Director, Bureau of Nutritional Services, Health Products and Food Branch Health Canada / Government of Canada

The Role of Faith Based Organizations in Advancing Sugar Reduction Policies (SA)

Faith based organizations have natural alignment to build and support public health policies. They have influential power in communities and are a direct channel to large groups of people, especially vulnerable groups, and the underserved. Community participation is key in advocating for and advancing health promoting policies, including sugar reduction policies. This workshop will bring together faith leaders, faith advocates, and community leaders to talk about their work on sugar reduction in their communities.

Moderator: Robert Pezzolesi, Convener, Interfaith Public Health Network

Speakers:

Reverend Dr. Natalie Mitchem, Ed.D, RDN, M.Div., Registered Dietitian Nutritionist & IHC Executive Director, International Health Commission of the AME Church

AjiFanta Marenah, Board Secretary, The Gambian Youth Organization

James Tate, INHC, Health Minister/Nutrition Therapist/Wellness Activist, Beyond W8 Loss Total Wellness Center, LLC



Communicating About Disparities from an Equity Lens: CSPI's Internal Guidance on Reducing Weight Stigma and Racial Bias in the Food and Nutrition Space (SS)

Over the past few years, CSPI has developed several internal resources to support our personal and professional group in the field of health equity. Developing a shared language for communicating about health equity is integral in appropriately characterizing our work and discussing various populations in a respectful and culturally appropriate manner. It is important to note that language is ever-changing, and that context may affect what terms and/or information is necessary. In this session, learn about how CSPI's framework for health equity and racial justice has informed internal guidelines to reduce weight stigma and racial bias in our food and nutrition work.

Moderator: **Ashley Hickson**, Senior Health Equity Advisor, Center for Science in the Public Interest

Speakers:

Alla Hill, PhD, RD, Senior Science Policy Associate, Center for Science in the Public Interest

Jessi Silverman, Senior Policy Associate, Center for Science in the Public Interest

Break With Yoga and Stretching Video—3:10 PM-3:19 PM EDT

Join instructor **Whitney Hosein** and release your tension through a short session of yoga, stretching, and breathing exercises.

Collaborative Roundtables—3:20 PM-4:05 PM EDT

Join fellow summit attendees for a topical discussion on critical shifts needed in the field of sugar reduction, how these can be achieved collaboratively, and identify next steps and follow up actions. Two tables will provide Spanish translation.

Workshop Sessions—4:10 PM-5:10 PM EDT

Digital Food Marketing to Youth: The Impacts and Solutions (PR)

The digital environment is seemingly always changing, and it can be hard to keep up as an advocate. In this session, participants will learn the basics of ongoing digital marketing, how it influences youth, and efforts to limit digital food and beverage marketing to children.

Moderator: **Katie Marx**, Policy Associate, Center for Science in the Public Interest

Speakers:

Frances Fleming-Millici, PhD, Director of Marketing Initiatives, Rudd Center for Food Policy & Health

Kathryn Montgomery, PhD, Senior Strategist, Center for Digital Democracy; Professor Emerita, American University

Omni Cassidy, PhD, Assistant Professor, New York University Langone Health/Grossman School of Medicine



Introduction to the First Amendment: How to Spot First Amendment Issues in Your Policy Designs (ML)

Non-lawyers (and even lawyers that don't specialize in the First Amendment) can't be expected to confidently navigate complex First Amendment concerns with their policy designs. But, an effective advocate needs to know enough to identify when a First Amendment concern may exist so they can avoid common pitfalls and know when to seek out appropriate legal advice. That is the goal of this workshop.

Moderator: [Lisa Mankofsky](#), Senior Litigation Director, Center for Science in the Public Interest

Speakers:

[Ted Mermin](#), Executive Director, UC Berkeley Center for Consumer Law & Economic Justice / Public Good Law Center

[Sabrina Adler](#), JD, Vice President of Law, ChangeLab Solutions

[Matthew Simon](#), Deputy Litigation Director, Center for Science in the Public Interest

Water: Making it Real (SA)

What does it take to make water a viable and appealing alternative to sugary drinks? Come hear about new actions around the U.S. Our session speakers, from community-based organizations in New Orleans, Nevada, Philadelphia and Navajo Nation, will describe their efforts to make drinking water safe, available and affordable, and promoted. We'll weave in drinking water basics if this area is new to you. Each panelist will end with a call to action - next steps, research or advocacy needs, or current policy opportunities—and we'll save time for Q & A.

Moderator: [Christina Hecht](#), PhD, Senior Policy Advisor, University of California Nutrition Policy Institute

Speakers:

[Jessica Dandrige](#), Executive Director, The Water Collaborative of Greater New Orleans

[Jen Fleischmann Willoughby](#), Development Director, Make the Road Nevada

[Mica Root](#), Nutrition and Physical Activity Program Manager, Philadelphia Department of Public Health

[Brianna John](#), Research Assistant, Community Outreach and Patient Empowerment

Plenary Session – 5:15 PM – 5:30 PM EDT

Remarks from Senator Blumenthal

Moderator: [Peter Lurie](#), MD, MPH, Executive Director and President, Center for Science in the Public Interest

Keynote: Senator Richard Blumenthal (D-CT), United States Senate



DAY 3:

Plenary Session—1:00 PM-2:00 PM EDT

International Spotlight: Policies and Interventions to Reduce Ultra-Processed Product Consumption in the Americas

Countries in the Latin American and Caribbean region have made substantial advances in passing and implementing policies to reduce the consumption of ultra-processed products. By broadening the food policy narrative to include environmental implications, and access to real food, advocates have successfully gained broader support by policy makers. However, industry continues to block and water down the policies. This panel will present a regional perspective and reflect on the progress, continued challenges and lessons learned.

Moderator: Rachel Morrison, Senior Advisor, Caribbean, Global Health Advocacy Incubator

Speakers:

Mylena Gualdrón, Nutrition Researcher, FIAN Colombia

Luciana Castronuovo, PhD, FIC Argentina

Giorgia Russo, NUTRICIONIST SPECIALIST IN OBESITY AND PUBLIC POLICIES INTERVENTION, IDEC - (Instituto Brasileiro de Defesa do Consumidor)

Break With Yoga and Stretching Video—2:00 PM-2:09 PM EDT

Join instructor **Whitney Hosein** and release your tension through a short session of yoga, stretching, and breathing exercises.

Workshop Sessions—2:10 PM-3:10 PM EDT

Low-Calorie Sweetener Policy Considerations and Implications (SS)

Implementation of sugar reduction efforts (e.g., SSB taxes, front-of-pack labeling) may lead to an increase in use and consumption of low-calorie sweeteners (LCS), some of which are linked to health harms, like aspartame, or haven't been sufficiently tested for safety, like monk fruit extract. This raises important questions for advocates, scientists, and policymakers, such as: is it better to have lowered sugar content with LCS as replacements, or are the LCS replacements similarly or more worrisome for our health than higher sugar content? This session will feature speakers familiar with the implications of sugar reduction efforts on LCS use and expertise in food additive policy.

Moderator: Thomas Galligan, PhD, Principal Scientist for Food Additives & Supplements, Center for Science in the Public Interest



Speakers:

Allison Sylvetsky, PhD, Associate Professor, The George Washington University Milken Institute School of Public Health

Melanie Benesh, Vice President for Government Affairs, Environmental Working Group

Jim Krieger, Executive Director, Healthy Food America and Clinical Professor, University of Washington, Healthy Food America and University of Washington

Natalia Rebolledo, Postdoctoral Researcher, Center for Research in Food Environments and Prevention of Nutrition-Related Chronic Diseases (CIAPEC), Institute of Nutrition and Food Technology (INTA), University of Chile

Jenny Rosborough, Registered Nutritionist (Public Health)

Added Sugars and How We Can Subtract Them from School Meals (PR)

School meals provided through the National School Lunch Program and School Breakfast Program must meet nutrition standards for calories, total fat, sodium, and trans fat, yet there is currently no limit on added sugars. Meanwhile, school meals and products remain far too sugary, particularly school breakfast, and school-age children consume well above the recommended limit of added sugars (less than 10 percent of calories from added sugars). Hear from experts about the latest research and policy opportunities to address the issue.

Moderator: Karen Ehrens, RD, LRD, Director, Legislative and Government Affairs, Academy of Nutrition and Dietetics

Speakers:

Kristy Anderson, MPP, Director, Federal Government Relations, American Heart Association

Laura Stadler, MS, RDN, Senior Manager, Food Standards, New York City Department of Health

Liz Gearan, Senior Study Director, Westat

Sam Hahn, Policy Coordinator, Center for Science in the Public Interest

Standing Up to Big Soda on Campus: Innovative Campaigns to Eliminate University Pouring Rights Contracts (SA)

Pouring rights contracts give a beverage company, primarily The Coca-Cola Company and PepsiCo, exclusive rights to sell and market beverages at venues and institutions, including college campuses. Universities enter into these contracts at the expense of human and planetary health, negating their duty to serve the public good. This session will feature advocates and researchers who are working to improve university beverage environments by ending and reforming pouring rights contracts.

Moderator: Jennifer Falbe, Associate Professor, University of California, Davis



Speakers:

Dante Gonzales, Assistant Coordinator for California, Uprooted & Rising

Chris Palmedo, Clinical Professor, CUNY School of Public Health

Laura Schmidt, Professor of Health Policy, School of Medicine, University of California at San Francisco

Plenary Session—3:20 PM-3:50 PM EDT**Collaborative Roundtable Report-Out**

A summary of collaborative roundtable discussions on critical shifts needed for sugar reduction, strategies, and recommendations for next steps will set the framework for our future work together.

Moderator: **Anupama Joshi**, MS, Vice President of Programs, Center for Science in the Public Interest

Plenary Session—4:00 PM-4:45 PM EDT**Closing Plenary Session**

Moderator: **Sarah Sorscher**, Director of Regulatory Affairs, Center for Science in the Public Interest

Keynote: **Robert M. Califf**, MD, Commissioner, U.S. Food and Drug Administration

Closing Remarks: **Peter Lurie**, MD, MPH, Executive Director and President, Center for Science in the Public Interest

