

Child Nutrition: A Societal and Industry Responsibility

Creating Effective Partnerships for Healthier Children

Park Hyatt
Rosebank
Johannesburg

18th - 19th
October 2004

Each child is an
adventure into a better life
- an opportunity to change
the old pattern and make it new.
Hubert H. Humphrey

Providing you with a platform to adapt responsibly to the changing
landscape whilst protecting and increasing market share



Why attend this conference?

- Ensure that products meet current and future consumer nutritional and lifestyle needs
- Gain valuable insight into how schools can promote health
- Improve national health by developing active lifestyles
- Realise the impact of advertising on kid's decisions
- Implement responsible marketing for future health

Your Executive Speaker Panel:

Shane Norris

Physiologist and Assistant Director
BIRTH TO TWENTY

Lynn Moeng

Deputy Director Nutrition
NATIONAL DEPARTMENT OF
HEALTH

Dr Graham Yutar

Homeopath/Acupuncturist
PARKMORE CENTRE FOR HOLISTIC
MEDICINE

Steven Ball

Project Manager and Biokineticist
INSTITUTE FOR SPORTS RESEARCH
UNIVERSITY OF PRETORIA

Professor Salome Kruger

Associate Professor
NORTH-WEST UNIVERSITY -
POTCHEFSTROOM CAMPUS

Michael Judin

Senior Partner
GOLDMAN JUDIN MAISELS INC.

Alda Heunis

Managing Director
EDU-PROMO

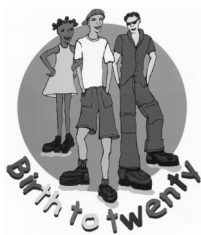
Andrea Kraushaar

Strategic Planning and Research
Manager
LOGISTIX KIDS

Marlinie Kotiah

Consumer and Corporate Affairs
Manager
KELLOGG COMPANY OF SOUTH
AFRICA

Endorsed by:



marcus evans has received Institutional
Accreditation (Decision Number 0528)
from the Services SETA.

HALF-DAY WORKSHOP

Marketing to Children - A Way Forward

Presented by:

Alda Heunis

Managing Director
EDU-PROMO

Day 1

Monday

18th October 2004

08:00 Registration and Early Morning Coffee

08:30 Opening Remarks from the Chair

08:45 Considering a Regional Overview of Child Obesity

- Comparing the problem with worldwide challenges
- Understanding the extent of the problem
- Examining the consequences of child obesity
- Preventing the obesity epidemic - the key issues

Shane Norris

Physiologist and Assistant Director

Birth to Twenty

**Theme 1
Education**

09:30 Current and Future Government Initiatives for Better Nutrition

- Combating malnutrition
 - over-nutrition
 - under-nutrition
- Guidelines on healthy eating
- Micronutrient programmes
- Growth-monitoring
- Nutrition and HIV

Lynn Moeng

Deputy Director Nutrition

National Department of Health

10:15 Morning Refreshments and Networking Break

10:45 Consumer Led Solutions - Working with Parents and Kids to Promote a Healthy Diet

- Realising the difference between what is bad, good or nutritious
- Ensuring that the public's perception towards nutritional food is positive
- Securing parental approval for nutritional changes
- Projecting a more positive image in the light of nutritional concerns

Dr Graham Yutar

Homeopath/Acupuncturist

Parkmore Centre For Holistic Medicine

**Theme 2
Specific Health Issues**

11:30 The Role of Activity in Creating Healthier Lifestyles for Kids

- Defining what is physical fitness
- Reviewing current trends in modern society
 - with respect to physical fitness
- The demands placed on today's youth
- Development of a child and the physical requirements of each phase
- So what would be the best methods of activity?
 - various activities discussed
- Bringing more activity into a child's day
 - practical tips

Steven Ball

Project Manager and Biokineticist

**Institute for Sports Research
University of Pretoria**

12:15 Luncheon

13:15 The Influence of Childhood Habits on Adult Health

- Establishing eating and activity habits
- Focusing on snacking options
- Pinpointing the long-term effects of habits adopted from early years
- Reviewing and comparing South African studies with data from other countries
- Lessons learnt from the North-West Province

Professor Salome Kruger

Associate Professor

North-West University

Potchefstroom Campus

14:15 Afternoon Refreshments and Networking Break

**Theme 3
Industry Responsibility**

14:30 Corporate Case Study

- Evaluating current programmes
- Projecting a responsible image by creating healthier foods

15:15 Being Legally Responsible Where do we stand?

- What does the law say?
- Determining the difference between being legal and being ethical
- Investigating case studies that have attracted media attention
- Ensuring that your marketing techniques pose no threat to the well-being of children and young adults through conveying the correct message

Michael Judin

Senior Partner

Goldman Judin Maisels Inc.

16:00 Closing Remarks from the Chair and End of Day One

I would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers for their support and commitment.
Luis Fynn, Conference Project Manager

Tuesday

19th October 2004

08:00 Early Morning Coffee

08:30 Opening Remarks from the Chair

08:45 Opportunities for Healthy Food when Eating out of Home

- Looking at children as consumers
- Opportunities for the food industry to create healthier eating environments
- Assisting schools to spread the nutrition message
- Encouraging kids to make nutritious choices

Alda Heunis

Managing Director

Edu-Promo

**Theme 4
Marketing Responsibility**

09:30 Marketing to Children Responsibility

- Talking to children, at what age?
- How should we speak to them?
- Placing ethics and trust in business today
- Marketing ethically at schools
- Positioning healthy messages in the kids market

Andrea Kraushaar

Strategic Planning and Research Manager

Logistix Kids

10:30 Morning Refreshments and Networking Break

11:00 Exploding the Pester Power Myth

- Are kids really demanding?
- Achieving the pleasure factor while promoting nutrition
- Keeping the ideas simple
- Learning from valuable international programmes

Marlinie Kotiah

Consumer and Corporate Affairs Manager

Kellogg Company of South Africa

11:45 Luncheon

**12:45 WORKSHOP
Marketing to Children A Way Forward**

Presented by:

Alda Heunis

Managing Director

Edu-Promo

- It's a small world after all: The children's market not to be taken lightly
- It's a tough world for kids: Issues this market faces
- Media hype: Reason for concern
- Nanny state alert: Developments and the prospective controls
 - children's advertising
 - marketing of food to children
 - corporate involvement in schools

- A new societal paradigm: Why is this happening now?
 - the consumer's best interest
 - social investment not enough
- A way forward: How to survive and benefit
 - retaining
 - enhancing
- Adding educational and developmental value to marketing

Workshop Times:

12:45 Workshop Commences

14:45 Afternoon Refreshments and Networking Break

15:00 Workshop Recommences

16:30 Closing Remarks and End of Workshop

About Our Endorsements:

BIRTH TO TWENTY

Bt20 is representative of children living in Johannesburg-Soweto over time - children that grow up in homes of clapboard and zinc, a curtained area in an inner city high rise, a newly acquired home in Eldorado Park, or an elite townhouse in Hyde Park.

The overarching vision of Bt20 is to understand the holistic determination of child and adolescent health and development within Johannesburg-Soweto. This complex study continually impacts on current thinking about youth, and is committed to scientific research that makes a difference. The study documents and explores the socio-economic, socio-political, demographic and nutrition transition that is underway within South Africa and its impact on children and their families.

NICUS

The University of Stellenbosch's Department of Human Nutrition has established the Nutrition Information Centre (NICUS) to act as a reliable and independent source of nutrition information and service in South Africa. Backed by the University's Faculty of Health Sciences, NICUS provides the public, the media and health professionals with the most up-to-date, authoritative information and service on nutrition.

The Department's analytical facilities offer the widest range of analyses of nutritional parameters in South Africa. The Department offers an analytical service to the Tygerberg Academic Hospital, other national medical Institutions and private pathologists for the biochemical assessment of nutritional status. The Department also serves as the analytical centre for several international surveys in collaboration with UNICEF and the FAO and has been active in technology transfer in South Africa and in other African States by training personnel in analytical methodologies used in such surveys.

The Department's participation in the international collaborative Micronutrient Measurement Quality Assurance Programme of the National Institute of Standards and Technology (NIST), USA, ensures ongoing independent monitoring of analytical data for accuracy and precision.