

# Sugary Drink Free Pacific by 2030?

AUCKLAND, 19-20 February, 2014

In February 2014, we will hold a two day symposium on sugar, sugar sweetened beverages (SSBs) and population health in the Pacific and New Zealand. Day 1 covers the science on sugar, SSBs and poor health, day 2 examines public health solutions. At this symposium we will also seek feedback on a draft SSB policy brief, prepared by the NZ Beverage Panel.

## KEYNOTE SPEAKERS

### Professor Richard Johnson

ASB Bank Visiting Professor of medicine and chief of the Division of Renal Diseases and Hypertension at the University of Colorado, Denver, and an adjunct professor of medicine at the University of Florida, USA. He will present on - **The Origins of Obesity and Fattening of Man: A Relook at the Role of Sugar & Fructose and its Role in Driving Obesity, Metabolic Syndrome and Fatty Liver.**

### Professor Robert Lustig

A Professor of pediatrics in the Division of Endocrinology at University of California, San Francisco. His work has highlighted the serious deleterious effects that sugar can have on human (especially children's) health. His lecture delivered in May 2009, entitled "**Sugar: The Bitter Truth**" was posted on YouTube and 'went viral' with some 3.47 million views (as of April 28, 2013).

### Dr Mike Rayner

Director of the British Heart Foundation Health Promotion Research Group founded at the University of Oxford, UK. Dr Rayner will present on initiatives that address high SSB consumption, in particular SSB taxes.

### Damon Gameau

Australian filmmaker, actor and part-time pseudo scientist. Damon will present on his current documentary that looks at sugar consumption and its consequences. <http://gameauland.com/that-sugar-film-teaser-trailer/>

## SPEAKERS INCLUDE

**A/Professor Tony Merriman:** - *Sugary Drinks and Genes.*

**Professor Cliona Ni Mhurchu:** - *Evidence for policy options to reduce SSB consumption.*

**Dr Simon Thornley:** - *Sugar Addiction - What is the evidence and why does it matter?*

**Dr Lisa Te Morenga:** - *SSB consumption patterns in NZ.*

**Dr Kieron Rooney:** - *Sugar and Cancer: Mitochondria, Glycolysis, and the Pentose Phosphate Pathway.*

**Dr Rob Beaglehole:** - *SSBs and Dental caries.*

### Dr Colin Tukuitonga

Director of Public Health Division, Secretariat of the Pacific Community (SPC). Prior to SPC Dr Tukuitonga was Chief Executive of the Ministry of Pacific Islands Affairs in New Zealand, Associate Professor of Public Health at the University of Auckland, and Head of Surveillance and Prevention of Chronic Diseases for the WHO in Geneva.

### Dr Viliami Tangi

Styled Lord Tangi of Vaonukonuka is a Tongan politician and former Cabinet Minister. He has previously served as Deputy Prime Minister and Minister of Health. Dr Tangi is HOD Surgery at Vaiola Hospital, Nuku'alofa, Tonga and will comment on the role SSB's could play in the prevention of non-communicable diseases (NCDs) and unhealthy weight gain in Tonga and other Pacific nations.

### Professor Boyd Swinburn

Professor of Population Nutrition and Global Health at the University of Auckland and Alfred Deakin Professor and Director of the World Health Organisation (WHO) Collaborating Centre for Obesity Prevention at Deakin University in Melbourne. Professor Swinburn will provide a Global and Policy view on how to address SSBs.

## Discussion Panel:

**Prof Robert Beaglehole, Kevin Hague, Herenie Marshall, Prof Jim Mann, Industry Rep (TBC), Youth Rep (TBC)**

**Dr Wendy Snowden:** - *SSBs in the Pacific Islands: Problems and Solutions?*

**Mr Tony Falkenstein:** - *Reducing obesity in NZ – 'soft-drink tax'.*

**Dr Robyn Toomath:** - *Lessons learned from Advocacy experience.*

**Dr Rob McNeil:** - *An industry initiative to reduce SSB intake.*

**Dr Gerhard Sundborn:** - *An Endgame to SSBs in NZ by 2025?*

**Sarah Wilson:** - *Mobilising journalists and the public to act on sugar.*

**Jenny Rankin & Students:** - *A Youth centred/ led initiative.*

**VENUE:** University of Auckland Medical School, 85 Park Road, Grafton, Auckland, New Zealand.

**DATE:** Wednesday 19th February – Thursday 20th February, 2014.

**TO REGISTER:** Visit [www.fizz.org.nz](http://www.fizz.org.nz)

**REGISTRATIONS CLOSE:** Friday 17th January, 2014.

**COST:** **Registration \$100, Dinner + \$90 at Fale Pasifika, 20 Wynyard St. (optional)**