



Meatless Monday & the Johns Hopkins Bloomberg School of Public Health 10TH ANNIVERSARY SCIENTIFIC SYMPOSIUM & CELEBRATION

October 17th, 2013
4:00 PM until 5:45 PM

Feinstone Hall - E2030
Johns Hopkins
Bloomberg School of Public Health
615 N. Wolfe St, Baltimore, MD 21205

The Meatless Monday Campaign launched in 2003 in association with the Johns Hopkins Bloomberg School of Public Health. Since then, the campaign has grown into a global movement with programs in 26 countries and the participation of thousands of restaurants, schools, worksites, communities and celebrities.

The Symposium event celebrates the 10-year anniversary of the Meatless Monday campaign and a decade of effective collaboration with the Johns Hopkins Bloomberg School of Public Health as scientific advisor. Hear from public health and marketing experts about the latest research on the impacts of a high meat diet and the behavior change principles behind the success of Meatless Monday.

Program & Speakers:

- 4:00 pm **Welcome - Alfred Sommer, MD, MHS**, Dean Emeritus, Johns Hopkins Bloomberg School of Public Health
- 4:05 pm **“Meatless Monday: In the Beginning...”** moderated by **Robert S. Lawrence, MD**, Director, Johns Hopkins Center for a Livable Future, Johns Hopkins Bloomberg School of Public Health
- **Sid Lerner**, Founder and Chairman, the Monday Campaigns
 - **Alfred Sommer, MD, MHS**, Dean Emeritus, Johns Hopkins Bloomberg School of Public Health
- 4:20 pm **“Why Meatless? The Public Health Impacts of a High Meat Diet,”** moderated by **Robert S. Lawrence, MD**
- **Lawrence Appel, MD, MPH**, Director, Welch Center for Prevention, Epidemiology, and Clinical Research, Johns Hopkins Medical Institutions
 - **Keeve Nachman, PhD, MHS**, Director of Food Production and Public Health Program, Johns Hopkins Center for a Livable Future
 - **Roni Neff, PhD, MSc**, Director, Food System Sustainability Program and Director of Research, Johns Hopkins Center for a Livable Future
- 4:50 pm **“Why Monday? The Idea and Research Behind Monday as a Day for Health Behavior Change,”** moderated by **David Holtgrave, PhD**, Chair, Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health
- **Larry Cheskin, MD**, Director, Johns Hopkins Weight Management Center
 - **Joanna Cohen, PhD, MHSc**, Director, Institute for Global Tobacco Control
 - **Morgan Johnson, MPH**, Program Development and Research Director, the Monday Campaigns
- 5:20pm **“A Decade of Success and Vision for the Future”**
- **Sid Lerner**, Founder and Chairman, the Monday Campaigns
 - **Peggy Neu**, President, the Monday Campaigns
- 5:45pm **Closing of Symposium**

Reception:

A special reception with refreshments will be held immediately following the program at 5:45 pm in the “Wall of Wonder Gallery” on the first floor and guests will have an opportunity to browse Meatless Monday displays and a slideshow.