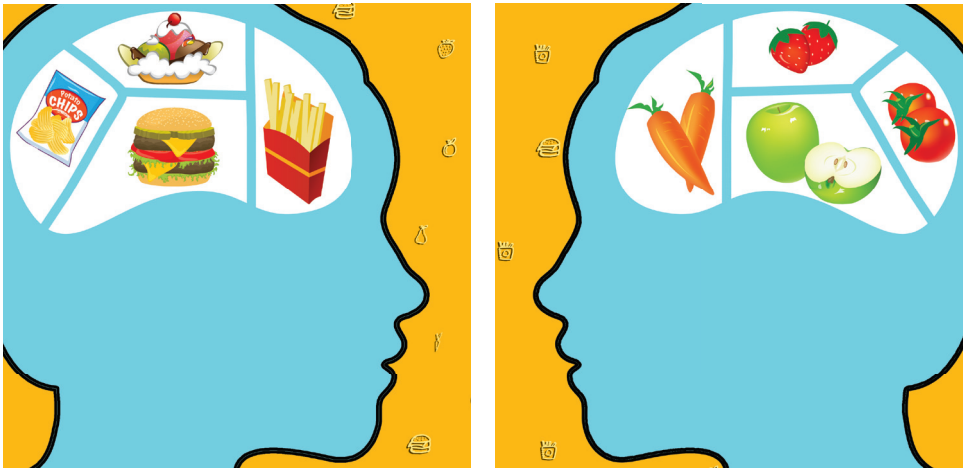


# YOUR BRAIN CAN HELP YOU EAT BETTER

*Do you control your brain  
or does your brain control you?*



Daniel Tosteson Medical Education Center (MEC) • Carl Walter Amphitheater (2nd Floor)  
Harvard Medical School • 260 Longwood Avenue • Boston, MA

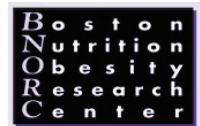
Presented by



**Harvard Medical School**  
Division of Nutrition and Harvard  
Clinical Nutrition Research Center



**Harvard School  
of Public Health**  
Department of Nutrition



**Boston Nutrition  
Obesity Research  
Center**

## WEDNESDAY, JULY 13, 2011

7:30 am

### Registration & Continental Breakfast

8:00 am - 8:10 am

### Welcome

#### W. Allan Walker, M.D.

Conrad Taff Professor of Nutrition and Pediatrics  
Director, Division of Nutrition  
Harvard Medical School  
Director, Mucosal Immunology Laboratory  
Massachusetts General Hospital

#### George L. Blackburn, M.D., Ph.D.

S. Daniel Abraham Associate Professor of Nutrition  
Associate Director of Nutrition, Division of Nutrition  
Harvard Medical School  
Director, Center for the Study of Nutrition Medicine  
Chief, Nutrition/Metabolism Laboratory  
Beth Israel Deaconess Medical Center

## SESSION IA:

### Basic Science: How the Brain Can Influence Food Intake

Moderator: **Alvaro Pascual-Leone, M.D., Ph.D., Harvard Medical School, Beth Israel Deaconess Medical Center**

8:10 am - 8:40 am

### Overview-Neurology

#### Objectives of the Symposium

#### Miguel Alonso-Alonso, M.D., M.Phil.

Instructor in Neurology, Harvard Medical School  
Berenson-Allen Center for Noninvasive Brain Stimulation  
Department of Neurology  
Beth Israel Deaconess Medical Center

8:40 am - 9:10 am

### Learning and the Motivation to Eat: Brain and Behavior

#### Gorica Petrovich, Ph.D.

Assistant Professor  
Department of Psychology  
Boston College

9:10 am - 9:40 am

### Multiple Mechanisms for Reward-Learning in the Brain: Relevance for Food Intake

#### John P. O'Doherty, D.Phil.

Professor of Psychology  
Division of the Humanities and Social Sciences  
California Institute of Technology

9:40 am - 10:00 am

### Coffee Break

**SESSION IB:****Basic Science: How the Brain Can Influence Food Intake**

Moderator: **Alvaro Pascual-Leone, M.D., Ph.D.,** Harvard Medical School, Beth Israel Deaconess Medical Center

10:00 am - 10:30 am

**Social Influence, the Brain, and Obesity: Applying Agent-Based Computational Modeling****Ross A. Hammond, Ph.D.**

Senior Fellow, Economics Studies Program  
Director, Center on Social Dynamics and Policy  
The Brookings Institution

10:30 am - 11:00 am

**Brain and Obesity: Causes and Consequences****Dana Small, Ph.D.**

Associate Fellow, John B. Pierce Laboratory  
Associate Professor of Psychiatry  
Yale University School of Medicine

11:00 am - 11:45 am

**Roundtable Discussion**

11:45 am

**Luncheon****SESSION IIA:****Cognitive Function and Regulation of Food Choices**

Moderator: **Steven Heymsfield, M.D.,** Pennington Biomedical Research Center

12:45 pm - 1:15 pm

**Neural Basis of Food Choice Decision-Making****Antonio Rangel, Ph.D.**

Professor of Neuroscience & Economics  
California Institute of Technology  
Director of the Neuroeconomics Laboratory  
Co-Director of the Caltech Brain Imaging Center

1:15 pm - 1:45 pm

**Primary Obesity: Automatic Effects of Food Marketing****Jennifer Harris, Ph.D., M.B.A.**

Director of Marketing Initiatives  
Rudd Center for Food Policy and Obesity  
Yale University

1:45 pm - 2:15 pm

**Thought for Food: How Imagined Consumption Reduces Actual Consumption****Carey Morewedge, Ph.D.**

Assistant Professor of Marketing  
Tepper School of Business  
Carnegie Mellon University

2:15 pm

**Coffee Break**

## SESSION IIB: Cognitive Function and Regulation of Food Choices

Moderator: **George L. Blackburn, M.D., Ph.D., Harvard Medical School, Beth Israel Deaconess Medical Center**

2:30 pm - 3:00 pm

### Effects of Exercise on Brain and Cognitive Function

**Kirk Erickson, Ph.D.**

Assistant Professor  
Department of Psychology  
University of Pittsburgh

3:00 pm - 3:30 pm

### A Limited Resource Model of Self-Control: Implications for Eating Better

**Kathleen D. Vohs, Ph.D.**

Associate Professor of Marketing  
McKnight Presidential Scholar and Land O' Lakes Professor of Excellence in Marketing  
University of Minnesota

3:30 pm - 4:30 pm

### Roundtable Discussion

4:30 pm

### Closing remarks

## THURSDAY, JULY 14, 2011

7:30 am

### Registration and Continental Breakfast

## SESSION IIIA: Translational Initiatives for Obesity Prevention

Moderator: **Jason Riis, Ph.D., Harvard Business School**

8:00 am - 8:30 am

### Combating the Sugar, Salt and Fat Addiction

**David Kessler, M.D.**

Professor of Pediatrics Epidemiology and Biostatistics  
Department of Pediatrics  
University of California, San Francisco School of Medicine

8:30 am - 9:00 am

### Mindless Eating: Why We Eat More Than We Think

**Brian C. Wansink, Ph.D.**

John Dyson Endowed Chair  
Dyson School of Applied Economics and Management  
Director of the Food and Brand Lab  
Cornell University

9:00 am - 9:30 am

**MIT Media Lab Objects That Help People Think About Their Actions and Change Their Behavior****Sajid Sadi, Ph.D. Candidate**

MIT Media Laboratory

9:30 am - 9:50 am

**Coffee Break****SESSION IIIB: Translational Initiatives for Obesity Prevention**Moderator: **Jason Riis, Ph.D., Harvard Business School**

9:50 am - 10:20 am

**But How Did the Rat Feel?: Practical Observations from a Career in Commercial Weight Loss****Len Tacconi**Global Commercial Leader  
Mobile Health at Merck

10:20 am - 10:50 am

**Helping People Lose It!****Charles Teague**

CEO, FitNow, Inc .

10:50 am - 11:40 am

**Roundtable Discussion**

11:40 am - 12:10 pm

**Let's Move! A Public Engagement Initiative to Address Childhood Obesity****Christie L. Hager, J.D., M.P.H.**Regional Director  
U.S. Department of Health & Human Services, Region I  
*Let's Move!*

12:10 pm - 12:15 pm

**Closing Remarks****George L. Blackburn, M.D., Ph.D.**S. Daniel Abraham Associate Professor of Nutrition  
Associate Director of Nutrition, Division of Nutrition  
Harvard Medical School  
Director, Center for the Study of Nutrition Medicine  
Chief, Nutrition/Metabolism Laboratory  
Beth Israel Deaconess Medical Center

12:15 pm

**Symposium Adjourns**

# SPEAKERS, MODERATORS & DISCUSSANTS

## **Miguel Alonso-Alonso, M.D., M.Phil.**

Instructor in Neurology  
Harvard Medical School  
Berenson-Allen Center for Noninvasive Brain Stimulation  
Department of Neurology  
Beth Israel Deaconess Medical Center  
330 Brookline Avenue KS-148  
Boston, MA 02215  
Phone: 617-667-0240  
Email: malonso@bidmc.harvard.edu

## **George L. Blackburn, M.D., Ph.D.**

S. Daniel Abraham Associate Professor of Nutrition  
Associate Director of Nutrition, Division of Nutrition  
Harvard Medical School  
Director, Center for the Study of Nutrition Medicine  
Chief, Nutrition/Metabolism Laboratory  
Beth Israel Deaconess Medical Center  
Feldberg Building, Room 880  
330 Brookline Avenue  
Boston, MA 02215  
Phone: 617-667-2603  
Email: gblackbu@bidmc.harvard.edu

## **Kirk Erickson, Ph.D.**

Assistant Professor  
Department of Psychology  
University of Pittsburgh  
3107 Sennott Square  
210 S. Bouquet Street (corner of Forbes)  
Pittsburgh, PA 15260  
Phone: 412-624-4428  
Email: kiericks@pitt.edu

## **Christie L. Hager, J.D., M.P.H.**

Regional Director  
U.S. Department of Health & Human Services, Region I  
*Let's Move!*  
John F. Kennedy Federal Building, Suite 2100  
Boston, MA 02203  
Phone: 617-565-1500  
Email: Christie.hager@hhs.gov

## **Ross A. Hammond, Ph.D.**

Senior Fellow, Economics Studies Program  
Director,  
Center on Social Dynamics and Policy  
The Brookings Institution  
1775 Massachusetts Avenue, NW  
Washington, DC 20036  
Phone: 202-797-6000  
Email: rhammond@brookings.edu

## **Jennifer Harris, Ph.D., M.B.A.**

Director of Marketing Initiatives  
Rudd Center for Food Policy and Obesity  
Yale University  
PO Box 208369  
New Haven, CT 06520-8369  
Phone: 203-432-4613  
Email: Jennifer.harris@yale.edu

## **Steven Heymsfield, M.D.**

George A. Bray, Jr. Chair in Nutrition  
Executive Director of the Pennington Biomedical Research  
Center  
Office of the Director, PBRC  
6400 Perkins Road  
Baton Rouge, LA 70808-4124  
Phone: 225-763-2513  
Email: Steven.Heymsfield@pbrc.edu

## **David Kessler, M.D.**

Professor of Pediatrics Epidemiology and Biostatistics  
Department of Pediatrics  
University of California, San Francisco School of Medicine  
Email: kesslerd@medsch.ucsf.edu

## **Carey Morewedge, Ph.D.**

Assistant Professor of Marketing  
Tepper School of Business  
Carnegie Mellon University  
Pittsburgh, PA 15213  
Email: morewedge@cmu.edu

## **John P. O'Doherty, D.Phil.**

Professor of Psychology  
Division of Humanities and Social Sciences  
California Institute of Technology  
MC 228-77  
Pasadena, CA 91125  
Phone: 626-395-5981  
Email: joherty@hss.caltech.edu

## **Alvaro Pascual-Leone, M.D., Ph.D.**

Professor in Neurology  
Harvard Medical School  
Berenson-Allen Center for Noninvasive Brain Stimulation  
Department of Neurology  
Beth Israel Deaconess Medical Center  
330 Brookline Avenue  
Boston, MA 02215  
Phone: (617) 667-0203  
E-Mail: apleone@bidmc.harvard.edu

**Gorica Petrovich, Ph.D.**

Assistant Professor  
Department of Psychology  
Boston College  
McGuinn Hall 344  
140 Commonwealth Avenue  
Chestnut Hill, MA 02467-3807  
Phone: 617-552-0416  
Email: gorica.petrovich@bc.edu

**Antonio Rangel, Ph.D.**

Professor of Neuroscience & Economics  
California Institute of Technology  
Director of Neuroeconomics Laboratory  
Co-Director of the Caltech Brain Imaging Center  
1200 E. California Boulevard  
121 Baxter Hall Mail Code: 228-77  
Pasadena, CA 91125  
Phone: 626-395-4091  
Email: rangel@hss.caltech.edu

**Jason Riis, Ph.D.**

Assistant Professor of Business Administration  
Marketing Unit  
Harvard Business School  
Morgan Hall 187  
Soldiers Field  
Boston, MA 02163  
Phone: 617-495-6361  
Email: jriis@hbs.edu

**Sajid Sadi, Ph.D. Candidate**

MIT Media Laboratory  
1473 5th Avenue, #4B  
New York, NY 10035  
Phone: 517-304-8908  
Email: sajid@mit.edu

**Dana Small, Ph.D.**

Associate Fellow, John B. Pierce Laboratory  
Associate Professor of Psychiatry  
Yale University School of Medicine  
300 George Street, Suite 907  
New Haven, CT 06511  
Phone: 203-562-9901 ext. 242  
Email: dsmall@jbpierce.org

**Len Tacconi**

Global Commercial Leader  
Mobile Health at Merck  
351 N. Sumneytown Pike  
North Wales, PA 19454  
Phone: 267-305-2803  
Email: len.tacconi@merck.com

**Charles Teague**

CEO, FitNow, Inc.  
581 Boylston Street  
Boston, MA 02116  
Phone: 617-671-0540  
Email: Charles@loseit.com

**Kathleen D. Vohs, Ph.D.**

Associate Professor of Marketing  
McKnight Presidential Scholar and Land O'Lakes Professor  
of Excellence in Marketing  
University of Minnesota  
3-150 Carlson School of Management  
321 19th Avenue S.  
Minneapolis, MN 55455  
Phone: 612-625-8331  
Email: kvohs@umn.edu

**W. Allan Walker, M.D.**

Conrad Taff Professor of Nutrition and Pediatrics  
Director, Division of Nutrition  
Harvard Medical School  
Director, Mucosal Immunology Laboratory  
Massachusetts General Hospital  
114 16th Street (114-3503)  
Charlestown, MA 02129-4404  
Phone: 617-726-7988  
Email: wwalker@partners.org

**Brian C. Wansink, Ph.D.**

John Dyson Endowed Chair  
Dyson School of Applied Economics & Management  
Director of Food and Brand Lab  
Cornell University  
Warren Hall Room 110  
Ithaca, NY 14853  
Phone: 607-254-6302  
Email: foodandbrandlab@cornell.edu

## WEBCAST

A webcast of this symposium will be available at <http://nutrition.med.harvard.edu>

Additional Webcasts available:

- Nutrition and Global Health
- Protective Nutrients: Are They Here to Stay?
- The Genetics of Obesity
- Obesity and Inflammation

# Thank You

This program was made possible through unrestricted educational grants from:

**Abbott Nutrition**

**Center for the Study of Nutrition Medicine**

**Boston Nutrition Obesity Research Center**

**The Coca-Cola Company**

**The Peanut Institute**

**Ajinomoto U.S.A. Inc.**

**American Society for Nutrition**

**Dairy Research Institute/National Dairy Council**

**The Conrad Taff Teaching Fund**

**S. Daniel Abraham Teaching Fund**

**Harvard Center for Healthy Living**

---

**Join us next year for the 2012 Postgraduate  
Nutrition Symposium:**

**Obesity & Metabolic Syndrome  
in Developing Countries**