

HEART MONTH: FACILITATING CONSUMER UNDERSTANDING OF FAT

FEBRUARY 28, 2008

Purpose of this Web-cast

Canadian consumers have a keen interest in food, nutrition and their health. Key findings from our Tracking Nutrition Trends VI research indicate that consumers have a number of knowledge gaps on fat, this very important topic.

Trans Fat emerged to center stage with the work of the Trans Fat Task Force led by Health Canada and Heart and Stroke Foundation of Canada.

The Canadian Council of Food and Nutrition has made trans fat and the consumer's understanding of fat priorities and is proud to host this web-cast event. Our speakers will present current data on these topics and provide key messages for consumers.

Web-cast Program

The event will be launched live on February 28, 2008 at 1:00pm EST with presentations on the following topics followed by an interactive question and answer period.

1:00 pm EST Introduction & Moderator

Theresa Glanville, PhD, Pdt, Professor
Mount St. Vincent University, CCFN Chair

1:05 pm EST Knowledge is Power

Zak Sabry, PhD, Professor *emeritus*
School of Public Health, University of California, Berkeley

1:20 pm EST Trans Fat in Canada – CCFN Watching Brief Update

Catherine J. Field, PhD RD, Professor of Nutrition
Alberta Institute for Human Nutrition, University of Alberta

1:40 pm EST Consumer Learning Needs on Fat – CCFN Watching Brief Update

Bruce McDonald, PhD, Professor *emeritus*
Department of Human Nutritional Sciences, University of Manitoba

2:00 pm EST Live Question & Answer Panel with Guest Speakers

2:29 pm EST Closing Remarks

Theresa Glanville, PhD, Pdt, Professor, Mount St. Vincent University, CCFN Chair

JOIN US FOR A WEB-CAST ON HEART MONTH: FACILITATING CONSUMER UNDERSTANDING OF FAT

Hosted by CCFN



Join us for a Web-cast with key leaders on this topic

CANADIAN COUNCIL OF FOOD AND NUTRITION

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WEB-CAST LAUNCH

FEBRUARY 28, 2008 @ 1:00 pm EST
ARCHIVED FOR 1 YEAR DAYS
FOLLOWING THE EVENT
TO REGISTER VISIT CCFN.CA



Event Time: 1:00 am to 2:30 pm EST
Web-cast access from February 28 2008 to Feb 28 2009
Registration: www.CCFN.ca and click the Web-cast icon

Event Registration Fee
This event is free of charge

Registration deadline: February 28 2008, 12:30am EST
This Web-cast will be accessible for 1 year after the launch date.