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| **18th South West Public Health Development School**  ***Public Health – Making It Happen***  Dartington Hall, Devon24-25 September 2014 |

**PLENARY DEBATE**

**Thursday 25th September 2014**

**2.45 – 4.00 pm, The Great Hall**

**Collaborating with Business – Can Public Health Make It Work?**

* **examples of collaboration for the early years**

**Aim**

To consider the opportunities and challenges for public health professionals of strengthening collaborations with the commercial food industry.

**Objectives**

* To gauge the views of public health professionals in the South West with regards to developing collaborative ways of working with the commercial food industry
* To share case studies and examples of good practice relating to early years
* To highlight the key issues to be considered by public health professionals when collaborating with the food industry
* To debate the benefits and challenges of working alongside the food industry to improve the public’s health
* To consolidate views from south west public health professionals and agree next steps for further action

**The session will include:**

* Introduction

*Clare Pettinger, Senior Lecturer in Public Health Dietetics, Plymouth University*

* Danone and the ‘Hey!’ Programme

*Ann Evans, Social Innovation Manager, Danone*

* The Local Authority Public Health experience of the ‘Hey!’ Programme

*Amy Bird, Consultant in Public Health, Wiltshire Council*

* The Infant and Toddler Forum (ITF)

*Olivier Lechanoine, Medical Director, Danone*

*Judy Moore, Paediatric Dietician, ITF*

* Question and Answer session and debate
* Chair’s summary and identification of the next steps