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Child & Adolescent Obesity Conference

# CHILDHOOD & ADOLESCENT OBESITY: A WHOLE-SYSTEM, STRATEGIC APPROACH

Endorsed by:  
Executive Board of the Health Ministers' Council for GCC States



هيئة الصحة - أبوظبي  
HEALTH AUTHORITY - ABU DHABI



SEHA صحة  
شركة أبوظبي للخدمات الصحية  
Abu Dhabi Health Services Co. P.J.S.C  
A SEHA Health System Educational Event.



لخدمات العلاجية الخارجية  
Ambulatory Healthcare Services  
A SEHA Health System Company

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**MEDINEO**  
FOR MEDICAL EVENTS

28 February - 1 March 2011  
Hotel InterContinental  
Abu Dhabi, UAE

Dear Colleagues,

I am delighted to welcome you to this exciting event in Abu Dhabi. We have chosen to hold the conference in the UAE as statistics show that there is both an escalation of the problem, but also a real determination to deal with the issue and turn it round. With the help of best practice examples, delegates will have opportunity to discuss with international leaders from the field, the emerging evidence to support whole system strategic approaches and will explore what good systems should look like. The conference will prove invaluable to strategic planners and commissioners, but will also resonate with practitioners who deal directly with children and their families. It will develop skills to deal with these sensitive issues with confidence, a sense of purpose and the knowledge that without their vital contribution and that of other stakeholders, the strategy is simply rhetoric.

**Dr. Azhar Ali  
Chairman**

Director of Clinical Affairs and Quality,  
Ambulatory Healthcare Services  
SEHA, Abu Dhabi, UAE

# CHILDHOOD & ADOLESCENT SYSTEM, STRATEGY

**Day 1 - What is behind the strategy – Why whole system, strategic approaches? What does a good strategy look like?**

08.30 Registration and refreshments

09.30 **Welcome**  
**Conference Chair - Dr Ali Abdulkarim Al Obaidli**  
Chief Clinical Officer for SEHA

09.40 **Conference opening**  
**H.E. Saif Al-Qubaisi**  
Chairman of SEHA

09.50 **Opening remarks - Economic impact of obesity**  
**H.E. Zaid Daoud Al Siksek**  
CEO Health Authority Abu Dhabi (HAAD)

10.05 **Keynotes: Childhood obesity in the Gulf States**  
**Prevalence and trends**  
**Professor Tawfik Khoja**  
Director of the GCC Health Council

10.35 Coffee and networking,  
Change4Life podcasts in the main auditorium

11.15 **Conference Chair - Dr Omar Al-Hashemi**  
Family Physician & Manager, BAJ Clinic,  
Ambulatory Healthcare Services - SEHA

11.25 **The UNICEF approach**  
**Lara Hussein**  
Chief of Child Protection & Officer in Charge for UNICEF Gulf  
Area Office



# CHILDHOOD OBESITY: A WHOLE-HEALTH STRATEGIC APPROACH

11.40	<b>Plenary: HAAD strategic approach</b> <b>Dr. Jennifer Moore</b> Section head of the Family and School Health at Health Authority Abu Dhabi (HAAD)
12.10	Lunch and networking 12.40: Poster presentations
13.40	<b>Conference Chair - Dr Omar Al-Jabri</b> Consultant Family Physician, Medical Affairs Director Ambulatory Healthcare Services - SEHA
13.50	<b>Plenary: UK strategy - whole systems approach to childhood obesity what does good look like?</b> <b>Kim Hastie</b> Lead for National Support Team (UK) – Childhood Obesity
14.20	<b>Plenary: Medical consequence of childhood obesity</b> <b>Dr. Asma Deeb</b> Consultant Paediatric Endocrinologist and the paediatric residency program director at Al Mafraq Hospital, Abu Dhabi
14.50	<b>Plenary: Psychological consequences of childhood obesity</b> <b>Prof. Andrew Hill</b> Head of Academic Unit of Psychiatry and Behavioural Sciences, University of Leeds
15.20	Coffee and networking Change4Life podcasts in the main auditorium
16.15	<b>Panel discussion</b>
16.50 - 17.00	Summary and close Day 1

## Theme:

This interactive conference will explore the need for a strategic approach to tackling childhood obesity. With the help of an internationally acclaimed line up of experts in the field of childhood obesity we will look at the elements that are involved in designing a 'best practice' strategy.

We will look at definitions of obesity and the importance of monitoring childhood obesity trends at a population level and also how to identify and deal with obesity at an individual level and how to work constructively and sensitively with families to get sustainable change. The conference will explore the evidence base around predisposing factors and how we might work with the evidence to prevent the development of obesity. Delegates will be guided through an exploration of early years prevention and intervention where required to establish or re-establish healthy feeding and lifestyle choices.

With the use of best practice examples we will examine which school and community based interventions, social marketing approaches and environmental factors are effective in reducing childhood obesity rates.

The final theme will look at what can be done for those children in middle and later childhood who have become obese in terms of weight reduction plans and physiological support to restore emotional and physical health and quality of life.

## Who should attend?

This conference will be of interest to strategists, researchers and practitioners working within the **areas of health, education, sport, culture, planning, environment and nutrition**. In particular:

- Public health specialists
- Health planners
- Commissioners
- Strategists

It will also be of interest to:

- Family Practitioners
- Paediatricians
- Obstetricians
- Health marketing professionals
- Food industry representatives
- Health media personnel
- Spatial and environmental planners
- Child health specialists
- Children's charitable organisations
- Community workers
- Allied health professionals
- Day nursery managers
- Dieticians
- Early year specialists
- Extended school service providers
- Fitness experts
- Health visitors
- Midwives
- Nursery school personnel
- Nurses
- Nutritionists
- Occupational therapists
- Psychologists
- Researchers
- Social workers

## Day 2 - Putting strategy into action. A strategy is only as good as its delivery – the case for scaling up the action. – next steps

09.20	<b>Welcome</b> <b>Conference Chair - Dr. Azhar Ali</b> Director of Clinical Affairs and Quality, Ambulatory Healthcare Services SEHA, Abu Dhabi, UAE
09.30	<b>Plenary: Tackling childhood obesity – Establishing a systems approach using high quality services.</b> <b>Prof. Paul Gately</b> Chairman of National Obesity Forum (UK), Professor at Leeds Metropolitan University and CEO of Carnegie Weight Management Centre
10.00	<b>Plenary: Early years – the evidence for efficacy of early intervention in the establishment of good lifestyle habits in the early years – family based approaches</b> <b>Dr. Jamal Al Jube</b> MD, FAAP, Senior Consultant Paediatric Endocrinologist SKMC, Abu Dhabi, UAE
10.30	Coffee and networking
11.15	<b>Conference Chair - Dr. Wejdan Mansoor</b> Family Physician & Clinical Lead, KCA Clinic Ambulatory Healthcare Services - SEHA
11:25	<b>Plenary: The UNICEF national awareness campaign on Childhood Obesity in the UAE</b> <b>Mayada Wahsh</b> Programme Officer UNICEF
11:55	<b>Let's Change4Life Programme - Sheffield: How a whole system anti-obesity strategy has been applied in one city</b> <b>Dr. Robert Copeland</b> Principal Research Fellow, Sheffield Hallam University
12.25	Lunch and networking 12.55: Poster presentations



13.40

**Group A: Seminar**

*Main Auditorium:*

**Tracking whole population trends in obesity**

**or**

**Group B: Workshop 1 - 4**

*Workshop rooms 1 - 4*

14:20

Change over

14.30

**Group B: Seminar**

*Main Auditorium: Seminar:*

**Tracking whole population trends in obesity**

**or**

**Group A: Workshop 1 - 4**

*Workshop rooms 1 - 4*

15:10

**Reconvene in main auditorium:  
Instructions for action planning**

15:20

**Action planning in groups (extended coffee break)**

Delegates break to network in pairs or small groups and discuss over extended coffee break three actions they can personally take away with them to put into their own practice.

16.10

**Panel discussion: Where now?**

16.30

Conference summary & close

-16.45



# Seminar & Workshops

Tuesday, 1 March 2011

A1 - A4: 13.40 - 14.20

B1 - B4: 14.30 - 15.10

Seminar:

## **Tracking whole population trends in obesity**

**Dr Jennifer Moore and team**

**Section head of the Family and School Health at Health Authority Abu Dhabi**

*Using cumulated data from individual measurements to track whole population status on obesity. Using trend data to compare regionally, nationally and internationally. Setting baselines and targets to reduce obesity and how to use these to measure the impact of the whole system strategy.*

*The interpretation of trends.*

*This is likely to appeal to public health and strategic personnel, but some front line professionals would benefit from an appreciation of the whole population tracking, especially where they are responsible for staff training or motivation or have to report on target achievement.*

Workshop 1:

## **Measuring and plotting individual children's BMI. Plotting and interpreting results and communicating them sensitively to parents**

**Manal Ali**

**SEHA Nursing Education Department**

*The accurate measurement and recording of individual children's BMIs will be discussed on 2 levels.*

*Firstly, as a precursor to interpreting the findings and what the significance is to the child and their family, including sensitive delivery of the information and signposting to appropriate advice, help and intervention.*

*Secondly, the importance of the practitioners role in contributing to the whole population growth monitoring. (this workshop is likely to appeal to front line practitioners).*

Workshop 2:

## **Bariatric surgery.**

**Dr. Abdelrahma Nimeri**

**Director SKMC Bariatric and Metabolic Institute and team**

*Whilst acknowledging that bariatric surgery is a last resort for young people and that prevention and change of lifestyle is the preferred option we cannot get away from the fact that for some young people bariatric surgery is the only option.*

*The need for a holistic multi-agency team approach to screening and selection for bariatric surgery, preparation, surgery and aftercare is paramount for young people.*

*With the help of his highly acclaimed multi-agency team, Dr Abdelrahma Nimeri will describe the role of the team members and how they work together to achieve high quality care and aftercare for such young people. This will of course under normal circumstances be family focused.*

*(this workshop is likely to have wide appeal, particularly with medical delegates, but strategists and front line workers would also benefit from understanding what would be involved for clients that they may refer).*

Workshop 3:

**Parental perceptions of childhood obesity**

**Salma Al Nuami**

**AHS**

*Salma Al Nuami will discuss the findings of her research on 1097 parents in the Emirate of Abu Dhabi particularly Al Ain City and the research around parents perception and stress related obesity in children. The research centered on children who were obese (aged from 6-11years old). Salma Al Nuami will discuss with delegates what the implications of her research are for both front line practitioners and what they can add to the evidence base of what actions are required at strategic level.*

*This workshop will be of interest to both front line practitioners and those whose role involves setting out strategies or delivering strategic aims.*

Workshop 4:

**The overweight child's perspective**

**Laurel Edmunds**

**PHD, Oxford University UK**

*Dr. Laurel Edmunds is a psychologist with a background in education. Dr Edmunds review of the intervention literature, interview-based research and her review of treatment and prevention studies for 12 years have culminated in her commitment to evidence based child/family centred interventions.*

*She will explore the psycho-social aspects of childhood obesity and what the findings have to add to the evidence base for effective interventions.*

Note:

Please make your workshop choice while booking the conference on our homepage. Please select your 1st and 2nd choice to avoid disappointment. We guarantee a place in one of the workshops but we can not guarantee a place in the workshops you selected.





Venue:

# Hotel InterContinental

BAINOUNA STREET, PO BOX 4171 • ABU DHABI • UNITED ARAB EMIRATES

**Room reservation:**

**Call +800 80 800 800**

**[www.intercontinental.com](http://www.intercontinental.com)**



## DRIVING DIRECTIONS

Hotel is located 23 miles (37 KM) from Abu Dhabi International Airport. Take Airport Road west bound. The hotel is sitting on the only hill in Abu Dhabi over looking a beautiful Marina and a sandy beach.

## TRANSPORTATION

Dubai International Airport (DXB)  
Distance 165 KM / 102.53 MI SOUTH to Hotel  
Taxi Charge (one way): 80.00 (AED)  
Time by taxi: 30 minutes  
Take Sheikh Zayed Road from Dubai into Abu Dhabi - In Abu Dhabi get on Al Khaleej Al Arabi Street direct to the hotel

Abu Dhabi International Airport (AUH)  
Distance 37 KM / 22.99 MI SOUTH to Hotel  
Taxi Charge (one way): 80.00 (AED)  
Time by taxi: 25 minutes  
HOTEL IS LOCATED 23 MILES (37 KM) FROM ABU DHABI INTL AIRPORT. ROUTING MAY BE TAKEN ALONG AIRPORT ROAD HIGHWAY WEST BOUND.





## Booking conditions

Conferences and Congresses Ltd, trading as MEDINEO (the „Company“) accepts bookings under the following conditions:

- 1 Bookings are accepted through our website by registering and providing the information needed and processing a credit card or bank transfer payment.
- 2 Bookings are also accepted by fax or email by filling up the booking form together with full payment sent to MEDINEO. A confirmation of the booking will then be issued.
- 3 Returning the signed registration form or making a payment through the website constitutes a firm booking.
- 4 Bookings may be made over the telephone. In such case bookings will be confirmed only after receiving full payment.
- 5 All payments including credit card, must be in the currency advertised.
- 6 The Company reserves the right to cancel a booking if payment is not made 6 weeks prior to the conference taking place. Any outstanding payment becomes the responsibility of the signatory made on the reservation form.
- 7 Payment for any booking made within 6 weeks of the conference will still be due to the Company irrespective of whether the delegate attends.
- 8 All correspondence will be sent to participants at the address specified on the booking form or over the telephone (this address will also appear on the official Participants list given out at the event).
- 9 Should you be unable to attend, a substitute delegate may be able to attend. This must be received in writing one week prior to the conference.
- 10 The Company reserves the right to change the conference speakers in case of illness or other conditions beyond its control.
- 11 The Company does not accept responsibility for loss or damage to delegates own property and/or personal effects whilst at the conference. The Company does not accept any liability for loss or damage to personal effects caused by events beyond its control – including (but without limitation) fire, flood, strikes, civil disturbances or for consequential loss or damage of any kind whatsoever.
- 12 Speakers approached at time of print.

## Cancellation of booking

- Written confirmation received 6 weeks prior to the conference will be accepted and a refund of 90% of the booking charge will be made. After this date, no refunds can be given. Verbal cancellations will not be accepted.
- If written cancellation is not received 6 weeks prior to the conference full payment will still be due irrespective of whether the delegate attends the conference.

## Sponsorship opportunities

Please contact us for details about sponsorship opportunities for this conference.



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## Registration form

For multiple bookings please attach a list of delegate names and job titles

I would like to secure my place at **CHILDHOOD & ADOLESCENT OBESITY: A WHOLE-SYSTEM, STRATEGIC APPROACH** on 28 February - 1 March 2011.

Title (Dr., Mr., Mrs., etc.).....Forenames.....

Surname.....

Job Title.....

Full address.....

.....Post code.....

Telephone.....

Email.....

With my signature I accept the booking conditions.

Signature.....

### CONFERENCE FEES

Please tick the box as applicable

Price **GBP450,00 (appx. AED 2650,00) incl. tax**

Allied Health/Nurses/Students **GBP 350,00 (appx. AED 2070,00) incl. tax**

Workshop choice: 1st choice #: \_\_\_\_\_ 2nd choice #: \_\_\_\_\_

### PAYMENT METHOD

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Reference: Obesity Conference, Your name(s)

#### Invoice

Requesting an invoice and signing this form will secure your place at the conference.

All invoices must be paid in full before the event. See booking condition 6.

If you have authorisation from your trust/department to attend this event and require an invoice, please provide the correct billing address or shared services address (including the relevant payable codes) and a purchase order number. We are unable to process any bookings without this information. We are unable to send out invoices to home addresses.

PLEASE COMPLETE IN FULL CONTACT NAME IF DIFFERENT FROM ABOVE

Contact.....

Full address.....

..... Post code.....

Telephone..... Fax.....

Signed.....

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