



**Health Education in Europe**  
**"Turning Europe into the Healthiest Society"**

**Brussels**  
**European Parliament**  
**Dr. Jorgo Chatzimarkakis**  
**ASP 5 E2**  
**4 March, 2009**  
**09.00 - 15.45**

**Media Partner: European Voice**

**PROGRAMME**

- 09.15:** Welcome and Keynote speech  
**Ms. Despina Spanou, Deputy Head of Cabinet of  
Commissioner for Health, Androulla Vassiliou**
- 09.40:** Introduction and opening speech  
**Dr. Jorgo Chatzimarkakis, MEP (ALDE), Initiator of the ELSC**

**9.45-11.00: PANEL 1: Health**  
***"Influencing consumers' Diets"***

**Moderator: Ms. Jennifer Rankin, European Voice**

- **Opening speech: Mr. Jules Maaten, MEP (ALDE)**  
*The European Parliament's perspective*
- **Ms. Jane Landon**, Deputy Chief Executive, National Heart Forum, UK  
(representing the European Heart Network)  
*How to empower the consumer*
- **Prof. Dr. Ides Colin**, endocrino-diabetologist, CHR Medical Center-Mons,  
Belgium and assistant professor, Université Catholique de Louvain  
Medical School  
*Obesity and diabetes: the two bad guys of a new epidemic threat*

- **Mrs. Marta Baffigo, Member of the Diet Task Force, CIAA**  
*The food industry: actions helping the consumers achieve healthy lifestyles*
- **Mr. Basil Mathioudakis**, Head of Unit, Food Law, Nutrition and Labelling, European Commission, DG Health and Consumers  
*The role of labelling in promoting healthy diets*
- **Mr. Alessandro Pellizzari**, Publisher, "Starbene"  
*How to best get the message across: a journalist's perspective*

**11.00–11.15: Break**

**11.15–12.30: PANEL 2: Disease**

***"Encouraging patients to follow advice/guidance on treatments"***

**Keynote speech: Dr. Jorgo Chatzimarkakis, MEP (ALDE)**

**Moderator: Mr. Bernd Schwedhelm**, Deputy Editor-in-Chief, Wort & Bild Verlag Baierbrunn

- **Opening speech: Mr. Christofer Fjellner, MEP (EPP-ED)**  
*The European Parliament's perspective on information to patients*
- **Ms. Irene Sacristán Sánchez**, Deputy Head of Unit, Pharmaceutical Products, European Commission, DG Enterprise and Industry  
*The European Commission's perspective on information to patients*
- **Mr. Gtz Poggensee**, Deputy Editor-in-Chief, VITAL, Jahreszeiten Verlag  
*Interacting with patients . the confidence-building role of magazines for citizens*
- **Mr. Scott Ratzan**, M.D., M.P.A., Vice President Global Health, Johnson & Johnson  
*Health Literacy - a way forward to better health decisions*
- **Mrs. Hildrun Sundseth**, Head of EU Policy, European Cancer Patient Coalition (ECPC)  
*Doctor and patient partnership for better communication*

**12.45–14.00**

**Lunch for speakers and special guests**

**14.00-15.30: PANEL 3: Prevention**

***"Enabling consumers and patients to understand health information and advice"***

**Keynote speech: Mr. Alojz Peterle, MEP (EPP-ED)**

**Moderator: Dr. Jorgo Chatzimarkakis, MEP (ALDE)**

- **Prof. Olle Ljungqvist**, M.D., PhD, Professor Surgery, Metabolism & Nutrition, Karolinska Institutet, Sweden; Chairman ESPEN; Co-Chairman European Nutrition for Health Alliance (ENHA)  
*"Malnutrition in Europe: the forgotten health agenda"*
- **Prof. Ariella Herman**, PhD, Health Care Institute Program Director, UCLA Anderson School of Management  
*"A breakthrough in Health Literacy Programs . empowering parents, benefiting children, improving the health care system"*
- **Dr. Michael Wilks**, President of Standing Committee of European Doctors (CPME)  
*Point of view . Assisting patients' self-management*
- **Mrs. Meradin Peachey**, Kent Director of Public Health  
*"Hard Hitting Campaign - Taking Messages to Young People" Social Marketing in Practice*
- **Ms. Nicola Bedlington**, Director European Patients' Forum  
*"Next steps for health literacy in Europe . A patients' perspective"*

**15.30-15.45: Wrap up and outlook**

**Dr. Jorgo Chatzimarkakis MEP (ALDE)**

**15.45           End**