

BASICS OF BALANCED AND SENSIBLE NUTRITION

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21 APRIL 2011

ISAM FARES HALL, AMERICAN UNIVERSITY OF BEIRUT
BEIRUT, LEBANON



9:00-9:15 Registration

9:15-9:30 Welcome and Context

Focusing balanced and sensible nutrition is a science-based approach that helps people lead healthy lives without sacrificing the pleasures of food and drinks they enjoy, and encourages regular physical activity as well as socializing with family and friends.

Sara Baer-Sinnott, President, Oldways (Boston, USA)
Nahla Hwalla, PhD, Dean of Faculty of Agricultural & Food Sciences at the American University of Beirut (Beirut, Lebanon)

1ST SESSION: NUTRITION AND POPULATION ASSESSMENT (9:30-12:00)

9:30-10:00 Diet related Non-communicable Diseases in Lebanon
Health status and nutritional profile of the Lebanese population, and how it has changed during the last two decades.

Nahla Hwalla, PhD, Dean of Faculty of Agricultural & Food Sciences at the American University of Beirut (Beirut, Lebanon)

10:00-10:30

Obesity and its Determinants in the Middle East

This presentation will discuss obesity situation in ME and the guidelines, interventions, policies, etc. to combat obesity.

Lara Nasreddine, PhD, Assistant Professor of Human Nutrition, Faculty of Agricultural & Food Sciences at the American University of Beirut (Beirut, Lebanon)



10:30-10:45

Coffee Break

10:45-11:15

Defining dietary intake: Is the sum greater than its parts?

The collection of dietary data has been viewed as a major challenge to nutritional epidemiologists. The purpose of this talk is to introduce the concept of dietary patterns as a meaningful representation of dietary consumption, and to present the latest findings of dietary patterns and their association with obesity and metabolic syndrome in the Lebanese population.

Farah Naja, Assistant Professor of Nutrition Epidemiology, Faculty of Agricultural & Food Sciences at the American University of Beirut (Beirut, Lebanon)



11:15-11:45

Importance of Nutrition and Lifestyle

This presentation will give an overview of the dual nutritional goals of balancing calories and consuming a wide variety of foods.

Gulden Pekcan, PhD, Professor of Nutrition and Dietetics, Hacettepe University (Ankara, Turkey)

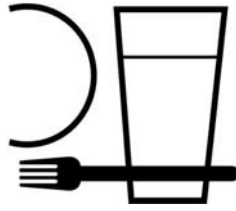


11:45-12:00

Questions and Answers

12:00-13:00

Lunch



2ND SESSION: BALANCED NUTRITION AND ACTIVE LIFESTYLES (13:00-14:45)

13:00-13:30 **Energy Balance: all calories count, management- not banishment**
Managing sweetness in the context of contemporary society involves reconciling our innate taste preferences with the realities of our modern life and food supply. Management, not banishment, encourages healthy, realistic behavioral patterns. All foods and beverages can be part of a healthful lifestyle.

John Foreyt, PhD, Professor, Department of Medicine, Behavioral Research Center, Baylor College of Medicine (Houston, USA)



13:30-14:00 **The Key Roles of Sweetness in Health-Promoting Diet and Lifestyles**
As humans grow and mature, innate food preferences and aversions are modified by experience. These preference and aversion evolutions reveal important lessons for current public health education programs seeking to address diet and health issues related to obesity and susceptibility.

Adam Drewnowski, PhD, Director, University of Washington Center for Obesity Research (Seattle, USA)

14:00-14:30 **Exercise and Health**
Regular physical exercise is the other half of the energy balance equation. Regular exercise is also protective for a number of chronic diseases, can improve moods and helps to manage stress.

John Foreyt, PhD, Professor, Department of Medicine, Behavioral Research Center, Baylor College of Medicine (Houston, USA)



14:30-14:45 **Questions and Answers**

14:45-15:15 Coffee Break



3RD SESSION: ROLE OF HYDRATION IN SENSIBLE DIETS (15:15-17:00)

15:15-15:45 Hydration Science and Knowledge
The presentation will provide an overview on hydration-related issues and present the latest recommendations about proper hydration and the role of hydration in health promotion.



Maxime E. Buyckx, MD, MBA, Director, Health and Wellness Programs, Global Scientific and Regulatory Affairs, Coca-Cola (Atlanta, USA)

15:45-16:15 Hydration Physiology
The presentation will cover the physiology of hydration at the body function and cell level, such as thermoregulation mechanisms, liquid and electrolyte absorption and regulation, water metabolism, renal and liquid extraction systems, and different types of dehydration.

Omar Obeid, PhD, Professor of Human Nutrition, Faculty of Agricultural & Food Sciences at the American University of Beirut (Beirut, Lebanon)

16:15-16:45 Hydration at Different Life Stages and Life Occasions: The Benefits of Beverages
Liquids are essential for life and good health. This presentation will detail the latest hydration research and findings outlining hydration's role in public health.

Thea Chumburidze, MD, MPH, Scientific and Regulatory Affairs Director, Coca-Cola Eurasia and Africa Group (Istanbul, Turkey)



16:45-17:15

Arab Beverage Association: Policy, Strategy and Action

This presentation will provide an overview of the policies, strategies and action plan for beverage and health promotions.

Munthir Alharithi, CEO, Alrabie Saudi Foods Co.
(Beirut, Lebanon)

17:15- 17:30

Questions and Answers

17:30

Closing Remarks

Sara Baer-Sinnott, President, Oldways (Boston, USA)
Nahla Hwalla, PhD, Dean of Faculty of Agricultural &
Food Sciences at the American University of Beirut
(Beirut, Lebanon)

