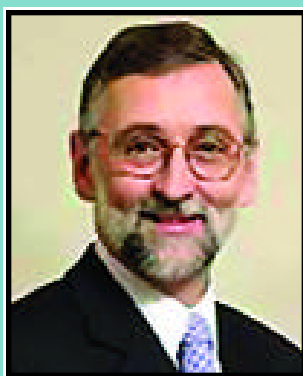


In association with:



Diet, Behaviour and the Junk Food Generation: lessons for education

A one-day conference, examining the relationship between diet, behaviour and learning in school-aged children.

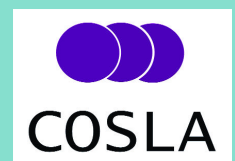


Peter Peacock MSP
Minister for Education and Young People
KEYNOTE SPEAKER

Sponsored by:



Supported By::



Supported by:

SCOTTISH EXECUTIVE

Media Partner:

SCOTLANDonSUNDAY

MONDAY 30TH JANUARY, 2006
CARLTON HOTEL, NORTH BRIDGE, EDINBURGH



AGENDA

09:20-09:30 **Chair's Opening Remarks**

09:30-10:00 **Setting the Scene**

Professor Michael Crawford, Director, Institute of Brain Chemistry and Human Nutrition, London Metropolitan University

'A look at how the post-war diet has evolved and the relationship between nutrition, brain function and cognitive development in babies and young children'

10:00-10:30 **Dr Alexandra Richardson, Senior Research Fellow, University Lab of Physiology, Oxford and Director FAB Research.**

'Mind, Behaviour and Learning: how far is diet a factor?'

10:30-11:00 **Questions and Answer Session**

11:00-11:15 **Refreshments**

11:15-11:35 **Peter Peacock MSP, Minister of Education, Scottish Executive**
'Improving Diet in Schools: Scotland's Response'

11:35-12:00 **Mary Creagh MP, Presenter, Children's Food Bill (Invited)**
'The Wider Responsibilities of Government'

12:00-12:20 **Question and Answer Session**

12:20-12:40 **David Rex, Community Dietician, NHS Highland**
'A Local Strategy'

12:40-13:00 **Question and Answer Session**

13:00-13:55 **Lunch**

13:55-14:00 **Chair Opens Afternoon Session**

14:00-14:15 **Evidence-Based Research (practical sessions)**
'Introduction: Video Presentation'

14:15-14:15 **Presented by Dr Alexandra Richardson**
'Oxford / Durham Trials into the Benefits of Omega 3: A scientific study, conducted on more than 100 mainstream, but underachieving children in 12 Durham schools'

Mike Marshall, Head Teacher, Greenwards Primary School, Elgin
'A Head Teacher responds'

Discussion

Where to Next? - A Blueprint for Action
Lizie Mann, Founder, Organic 11d

Questions and Answer Session

14:15-14:20 **Chair's Closing Remarks**

There will be an opportunity for delegates to meet speakers when refreshments are served after the conference.



Mackay Hannah is a Scottish based company which produces public policy conferences. Established in 2003, the company's aim is to provide a platform for informed debate on current issues with senior contributing figures in each policy field.



Food and Behaviour Research (FAB Research) is a charitable organisation dedicated both to advancing scientific research into the links between nutrition and human behaviour and to making the findings from such research available to the widest possible audience.

Diet, Behaviour and the Junk Food Generation: lessons for education



There is currently wide ranging concern about the dietary habits and overall fitness of children. Initially discussed in the world of academia and professional journals, the issue is now firmly in the mainstream public consciousness due, in part, to the impact of 'Jamie's School Dinners' on Channel 4.

Much of the debate and Government's response so far has been within the context of the physical health of children and young people. However, a growing body of evidence shows that diet is as important for optimal mental development and functioning. The relationship between diet, learning and behaviour is emerging as a critical issue not only from the perspective of children who fail to realise their potential, but also for educators and others charged with delivering the education services.

With the 'Hungry for Success' initiative, Scotland has a good story to tell in terms of healthy eating in schools. The Children's Food Bill, recently presented to the UK Parliament, aspires to take the agenda further by regulating the marketing of certain classes of food to children.

This one-day conference will provide an excellent opportunity for educators and others professionally involved with school-aged children to hear from expert opinion and to share best practice in addressing what is becoming a key issue for the future of education.

TOPICS TO BE COVERED WILL INCLUDE:

- The development of the post-war diet in Britain
- The relationship between diet and brain function
- How to tackle dietary deficiency (with reference to the Omega 3 debate)
- The relationship between diet and "mainstream" disruptive classroom behaviour; mood and concentration levels among school-aged children
- Examination of the results of a science-based dietary intervention designed to combat behaviour and low attainment
- Hearing from Government and elected representatives
- Examining how locally based strategies can be deployed
- Asking whether practical strategies can be deployed nationally within the education service to help pupils and teachers
- Proposing an agenda for further action

WHO SHOULD ATTEND

- Local Authority -
 - Directors of Education
 - Directors of Social Work
 - Education Support Services
 - Policy Planners
 - Directors of Catering
- Head Teachers
- Special Needs / Learning Support Co-ordinators
- Educational Psychologists
- Health Professionals (paediatrics / child psychiatry / clinical psychology / GPs / Community Nurses)
- Children's Charities
- Councillors
- MSPs
- Commercial Caterers
- Parent Organisations
- Campaign Groups
- Parenting Advisors and Parent Service Workers
- Academics
- Policy Researchers
- Civil Servants
- Food companies
- Council / Hungry for Success Co-ordinators
- Council Heads of Culture and Leisure
- Dentists
- GPs
- Scotland's Health at Work
- Health Board Health Promotion Officers
- Media (for marketing and advertising channels)

Booking Form

Name _____

Organisation _____

Designation _____

Telephone _____ Facsimile _____

Address _____

_____ Postcode _____

E-Mail _____ Date _____

Signature _____

Please advise of any special dietary or other requirements

If your details were incorrect on the address label, please highlight changes with an asterisk when completing the form above or email us with your correct details at: mail@mackayhannah.com

Booking forms should be returned to:

Mackay Hannah Ltd, 187 Canongate, Edinburgh EH8 8BN

no later than Monday 23rd January 2006. If you would like an electronic copy of our booking form, email us at: mail@mackayhannah.com to request a copy and specify which conference you wish to attend.

CONTACT US

Mackay Hannah Ltd, 187 Canongate, Edinburgh EH8 8BN
 Telephone: 0131 556 1500 Facsimile: 0131 556 0005
 E-Mail: mail@mackayhannah.com Web: www.mackayhannah.com

DELEGATE FEES • DELEGATE FEES • DELEGATE FEES

Note: For these purposes, community organisations are defined as those made up of entirely unpaid staff; any community/voluntary organisations that do not meet this criteria will be charged at the reduced rate.

- FULL RATE £225.00 + VAT (£264.37)
(local authorities, public and private sector organisations)
- MIDDLE RATE £150.00 + VAT (£181.81)* *Limited places available at this price.
(teachers, school based representatives, registered charities, trades unions professional associations)
- LOWER RATE £95.00 + VAT (£88.13)* *Limited places available at this price.
(academics & community organisations)
- CONFERENCE PAPERS ONLY £51.00 + VAT (£115.15)

Please make cheques payable to Mackay Hannah Ltd
 A 10% discount will apply to each group of 5 bookings

Terms and Conditions

Booking forms must be submitted no later than Monday 23rd January 2006.
 A 25% administration charge will be applied to any booking cancelled on or before Monday 23rd January 2006.
 No refunds will be given for any cancellation made after Monday 23rd January 2006 but substitute delegates are welcome.
 The views expressed by speakers are representative of their own opinions and cannot in any way be attributed to Mackay Hannah Ltd. Mackay Hannah Ltd takes no responsibility for the actions of delegates which are based on such views and opinions.
 In the event of speakers being unable to attend, or any other circumstances beyond our control which necessitate change, Mackay Hannah Ltd reserves the right to alter or amend the conference programme or any other particulars as appropriate.

Data Protection

By signing this form you agree to Mackay Hannah Ltd holding and using your details to tell you about any future events that we feel may be of interest to you.
Please confirm that you consent to this by ticking the box.
 Mackay Hannah Ltd may also pass on your information to other reputable organisations who we believe may wish to contact you regarding events or services which may be of interest to you.
Please confirm that you consent to this by ticking the box.

FOR OFFICE USE ONLY

Reference DB	Received	Type	Ackn'd	Payment	Invoiced	Papers