



International Society for Behavioral Nutrition and Physical Activity

Senator Tom Harkin (D-Iowa)'s Key Note Speech

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Senator Tom Harkin (D-Iowa, USA) was one of two keynote speakers for the opening evening of the ISBNPA meeting. Senator Harkin is the Ranking Democrat on the Senate Agriculture and Nutrition Committee and is the primary sponsor of the legislation distributing free fruit and vegetables to hundreds of schools in four states and one Native American reservation.

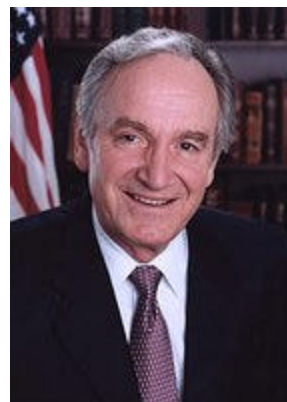
Senator Harkin noted that the current medical care system in the US is a “sickness care”, rather than a “health care”, system. While many US Senators tend to their own health meticulously, for purposes of public policy they take the position that health is a matter of personal responsibility. In light of the sky rocketing costs for health care in the US (\$1.3 billion spent on medical care in the US in 2002, 75% of which was spent on care of chronic illness), Senator Harkin believes that government needs to provide the information, tools and incentives to enable citizens to change their diet and physical activity behaviors. Senator Harkin reported several unsuccessful attempts to modify na-

tional diet and physical activity policy which were not successful often due to the efforts of food company lobbyists. However, when he tried to change school food vending machines, PTA groups opposed his efforts because of the income generated from vending machines.

Senator Harkin solicited the help of ISBNPA and its members for a new comprehensive five-part legislative health promotion package. The first component provides reimbursement to health care providers to offer preventive services. This component both provides reimbursement for nutrition and physical activity services, and eliminates co-payment as a barrier to using such services. The second component regulates the sale of low nutrient dense foods in schools by providing such authority to the USDA. The third component promotes marketing of healthier foods especially to children, e.g. placing calories and nutrients on restaurant menus. The fourth component promotes healthier communities and work sites. This component includes both a requirement that communities build

sidewalks and bicycle trails when building new highways, and providing tax incentives to business for offering health promotion programs. The fifth component promotes research on these issues. One promoted research issue is an evaluation of offering free fruit and vegetables in schools, to justify expanding this program to all elementary schools in the US.

Senator Harkin has announced that this will be his last term in office and he wants to leave a legacy of national health promotion legislation. Past president Ron Kleinman asked Senator Harkin to attend our annual meeting in Boston, June 13-19, 2006, to apprise us of his successes in the pursuit of this legislation.



Senator Harkin is the Ranking Democrat on the Senate Agriculture and Nutrition Committee, and he wants to legislate free fruit and vegetables for hundreds of school children, and leave a health prevention legacy

Senator Harkin noted that the current medical care system in the US is a “sickness care”, rather than a “health care”, system.

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From the President...Deborah Bowen

This is an exciting time for the ISB-NPA, in its third year of existence. We have had two successful meetings, filled with state-of-the-science presentations at a variety of levels and including multiple disciplinary views on eating and activity. This alone is an accomplishment! We are in the midst of planning the next meeting, to be held in Amsterdam, in June, 2005. We hope that this meeting will be the best yet, in a truly multinational setting with a broad cast of speakers and topics. We have a working website, and plans for moving forward to engage and inform our members in new ways as well as the existing ways.

But...What else should we be doing? The Executive Committee took a step back when it met in June to imagine what the ISBNPA should be in 5 years, even 10 years. We want to be larger, more financially stable, more communicative in ways that will serve both our growing membership and the larger scientific

and advocacy communities. We want to promote critical science and scientific funding internationally and within each of our own host countries. We want to show off the expertise within the society to change public policy about healthy eating and activity. In other words, we want to grow and become the premiere organization that we need and want to use in our careers and our work. Therefore, we have some work to do.

I have several goals for this group in the coming year. We must increase our membership to a sustainable level. We are doing this by contacting other organizations to join with us to promote membership in ISBNPA. We must increase our service to members by making use of better web-based communications and support. We want the Amsterdam meeting to be the jewel in the international meeting circuit this year.



Please help us. Let us know what you can do by email and we will listen.

...Deborah

And the Winners Are...

ISBNPA 2004 student competition-oral presentations:

Michael Mink (minkm@mailbox.sc.edu) of the University of South Carolina USA

ISBNPA 2004 student competition-poster presentations:

Isabel Ferreira (I.ferreira@vumc.nl) of the VU University Medical Center Netherlands

ISBNPA 2004 early career competition-oral presentations:

Natalie Colabianchi (nxc21@case.edu) of the Case Western Reserve University School of Medicine USA

ISBNPA 2004 early career competition-poster presentations:

Elling Bere (elling.bere@basalmed.uio.no) of the University of Oslo Norway

These winning presentations are presented in this newsletter



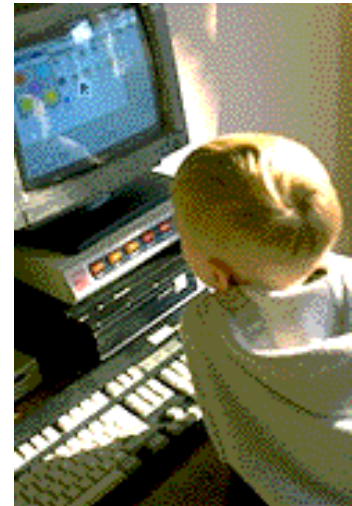
The combined effectiveness of interactive computer-tailored interventions for increasing physical activity and decreasing fat

In the first generation of computer-tailored interventions, participants were sent tailored messages by mail. Thus, there was a delay between baseline assessment and feedback to participants. In the present study, De Bourdeaudhuij and her colleagues are moving further in computer-tailored intervention. An advantage is that participants were provided with immediate feedback on the screen at the time of baseline data collection. This second generation of computer-tailoring is more “interactive” and appears to be quite promising for health education interventions since the results indicated that the intervention was effective in inducing behaviour change. Indeed, participants who were exposed to the intervention re-

ported a significant change in physical activity and fat intake at 6-month follow-up. Another aspect investigated by the authors was the potential differential effect of being exposed simultaneously or sequentially to interventions on physical activity and fat intake. In this regard, the results did not suggest that one mode of intervention was better than the other, both were found to be equally effective. In summary, this study provided support for the use of “interactive” computer-tailored interventions aimed at increasing physical activity and reducing fat intake.

I De Bourdeaudhuij, C Vandelanotte, J Brug, J Salis, H Spittaels

Department of Movement and Sport Sciences. Ghent University. Watersportlaan 2, 9000 Ghent, Belgium



Read more of Dr. Debourdeauhuij's studies

Bal S, Crombez G, Van Oost P, De Bourdeauhuij I. The role of social support in well-being and coping with self-reported stressful events in adolescents. *Child Abuse Negl* 2003;27:1377-1395.

De Bourdeauhuij I, Sallis JF, Saelens BE. Environmental correlates of physical activity in a sample of Belgian adults. *Am J Health Promot* 2003;18:83-92.

De Bourdeauhuij I, Sallis J, Vandelanotte C. Tracking and explanation of physical activity in young adults over a 7-year period. *Res Q Exerc Sport.* 2002;73:376-385.

Meeting together in Washington



Children Living in Active Neighbourhoods—The CLAN Study

David Crawford email: dcraw@deakin.edu.au Anna Timperio timperio@deakin.edu.au

Just how important is a child's local neighbourhood as a determinant of their physical activity level? That is one of the key questions being addressed in a new study being conducted by the Centre for Physical Activity and Nutrition Research, Deakin University, Australia.

The CLAN Study— or Children Living in Active Neighbourhoods Study – will follow-up approximately 250 families of 5-6 year old children and 700 families of 10-12 year old children. In 2001, these families had participated in research that explored the influence of the family environment on children's physical activity and sedentary pursuits. In that original study, children wore an activity monitor for a week, providing an objective assessment of their overall physical activity levels. That study suggested that the amount of moderate intensity exercise children do halves between the ages of 5-6 years

and 10-12 years.

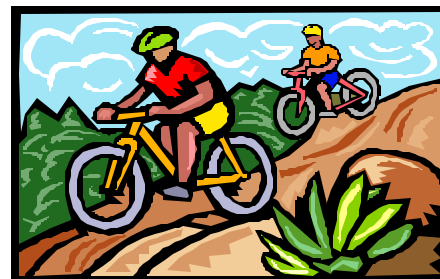
The CLAN Study will allow us to track changes in children's activity three and five years after the original research in 2001. Importantly, it will provide unique insights into why children's activity levels decline as they enter and move through adolescence. As well as examining the role of the family environment on changes in children's activity over time, CLAN will gather detailed information about the children's local neighbourhoods. This will involve the use of geo-spatial technology to map their neighbourhoods (e.g. the presence of parks and playgrounds, road networks, presence of cycling tracks), as well as audits of parks and open spaces.

The study has been designed to provide information across the spectrum of childhood and adolescence – from early primary school to late secondary school. The study will be amongst the first to examine the rela-

tive importance of the family and the local neighbourhood environment on children's activity levels. The findings of the CLAN Study will inform policy and practice aimed at increasing the physical activity among children and adolescents.

Publication

Ball K, Crawford D. The obesity epidemic: Contextual influences on physical activity and body weight. *J Sci Med in*



Cycling is great exercise for kids

What's Going on in the World?

Listing a meeting here does not indicate an endorsement by ISNBPA

International Symposium "Childhood Obesity: From Basic Knowledge to Effective Prevention" and 14th Workshop "European Childhood Obesity Group"

September 23-25

Zaragoza, Spain

<http://www.naaso.org/docs/09232004program.pdf>

AMA Call to Action: National Summit on Obesity

October 19-20, 2004

Rosemont, IL at the Hyatt Regency O'Hare

<http://www.ama-assn.org/ama/pub/category/12674.html>

Destination Health, Renewing Mind Body and Spirit

November 7-12, 2004

Kauai, HI

med.edu@scrippsclinic.com

Obesity: Understanding the Biological and Psychological Dimensions of the Worldwide Pandemic

November 12, 2004

New York, New York

cme@columbia.edu

The Sixth International Symposium on Osteoporosis: Current Status and Future Directions

April 6-10, 2005

Washington, D.C.

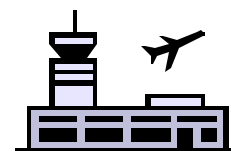
www.nof.org

1st International Congress on "Prediabetes" and the Metabolic Syndrome

April 13-18, 2005

Berlin, Germany

<http://www.kenes.com/prediabetes>



ASSOCIATION BETWEEN PERCEIVED ENVIRONMENTAL ATTRIBUTES AND PHYSICAL ACTIVITY LEVELS AMONG 7th GRADE STUDENTS IN AN URBAN AREA

Purpose: Recently, there has been an increased interest in the role of the environment on physical activity levels. Many researchers and policy makers believe that changes to the environment will have the greatest impact on physical activity levels. Yet much remains to be learned about whether and to what degree environmental characteristics affect physical activity levels and for whom. For example, several studies have documented the association between perceived neighborhood environmental attributes and physical activity in adults; however fewer studies have examined this association in older children and young adolescents. The goal of this study was to determine which, if any, neighborhood environmental attributes were associated with reported physical activity levels in a younger population.

Methods: The study population was comprised of 665 students enrolled in the 7th grade of three urban middle schools in the Midwest. Cross-sectional data were collected using audio-supported, personal digital assistants (PDAs). Environmental variables were assessed using the Environmental Module of the International Physical Activity Prevalence Study (seven core questions) and one investigator added question (e.g., How safe is it for you to play outdoors in your neighborhood with your friends without an adult around?). The dependent variable was physical activity over the past three months.

Linear regression models for each of the eight environmental variables were conducted controlling for age, ethnicity and gender. In addition, a factor analysis was completed with the eight environmental variables. Finally, a model was run with the factors from the factor analysis along

with demographic and psycho-social attributes.

Results: In the individual regressions, living in a neighborhood with several free or low-cost recreation facilities was associated with increased physical activity over the past three months ($p=.003$), as was having many shops within easy walking distance ($p=.05$) and being safe to play outdoors ($p=.04$). The factor analysis resulted in 2 factors; one related to safety (2 items) and the other related to facilities (4 items). In the combined model that included demographic variables, psycho-social variables (e.g., self-efficacy, social norms and social support) and the two environmental factors (i.e., safety and facilities), the facilities factor was significant at $p=.05$. Several of the psycho-social variables were also significant.

“Living in neighborhoods with free or low-cost recreation facilities was associated with increased physical activity.”

Conclusion:

Consistent with some of the adult literature, access to facilities was associated with reported physical activity levels in older children and young adolescents. This reiterates the importance of walkable communities with destinations and recreation facilities. Although significant relationships between physical activity levels and the environment were found, psycho-social variables explained much more of the variance. Consequently, it is also important to consider social norms, self-efficacy and social support.

Since several questions proved to be difficult for this age group, further studies using environmental measures targeted specifically to older children and adolescents are warranted. Additionally, further studies that examine more complex associations between environmental variables and psycho-social attributes, such as mediating and moderating relationships, are needed. **Note:** This research was funded in part by a grant by NICHD (R01 HD413-64).

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Natalie Colabianchi

Development of Fatness, Fitness and Lifestyle from Adolescence to Young Adulthood: Determinants of the Metabolic Syndrome; The Amsterdam Growth and Health Longitudinal Study



Metabolic syndrome (MetS) is an important cause of cardiovascular disease. Its prevalence is increasing, especially in young individuals. A better primary prevention of MetS, however, requires a better insight into its early determinants and their development over time.

The purpose of this study was to disentangle the contribution of closely interrelate risk factors, such as body fatness and fat distribution, cardiopulmonary fitness and lifestyle factors (physical activity, diet, alcohol and smoking behavior), from adolescence to young adulthood, to the onset of MetS. The prevalence of MetS at the age of 36 years in the study population is 10.4% (18.3% in men and 3.2% in women).

Compared to individuals without MetS at age 36, those with MetS were characterized, from age 13 to age 36,

by: 1) a greater increase in total and subcutaneous trunk fat and a greater decrease in VO_{2max} ; importantly these differences were independent of each other, and 2) less time spent in vigorous physical activities (but more time spent in light physical activities) and a trend towards higher total energy intake (figures below); the beneficial impact of vigorous physical activity on MetS was mediated by body fatness and even more by cardiorespiratory fitness.

Fatness and fitness are independent mechanisms involved in the early pathogenesis of MetS. Both mechanisms therefore represent potential targets for the primary prevention of MetS. Promotion of physical activity, specially of vigorous intensity, in young individuals, may be a tool to achieve that goal.

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Isabel Ferreira

Associations between maternal perceptions of and concerns for child weight, maternal child-feeding strategies, and child overweight in a low-income preschool population

Few studies are available investigating the associations between maternal attitude and feeding style and child overweight in preschoolers. The aims of the study were to look for associations between (1) child weight and maternal perception of and concern for child's weight, (2) maternal perception and concern regarding child's weight and maternal feeding strategies, and (3) maternal feeding strategies and child overweight. The mothers of 967 children who were enrolled in the Minnesota Special Supplement Nutrition Program participated by answering questions on child-feeding and perceptions regarding child overweight. The CDC growth charts were used to determine overweight (95th

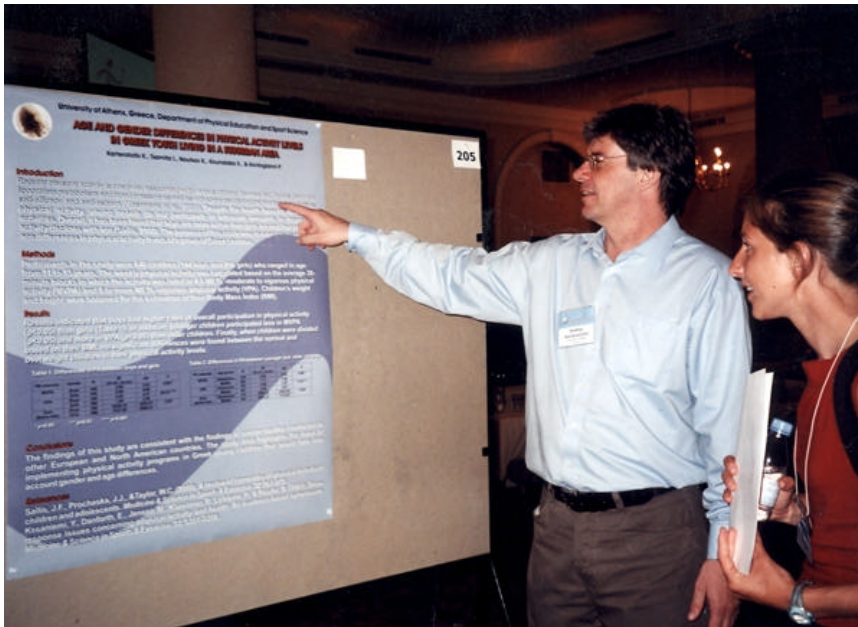
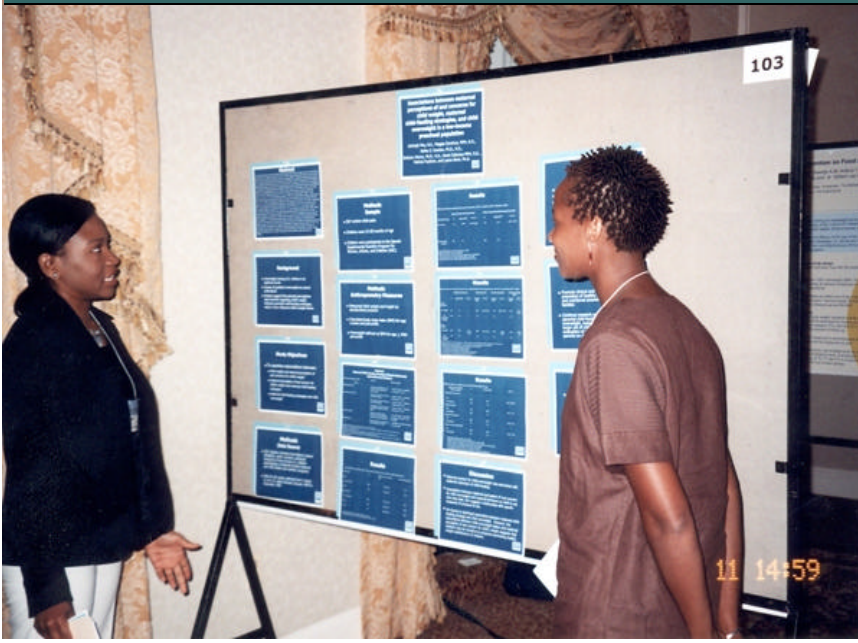
percentile).

Mothers of overweight children were more likely to perceive their child as overweight (O.R.=12.0, $p<0.05$) and were more concerned about the child's weight (O.R.=3.1, $p<0.05$) compared to mothers of non-overweight children. No direct association was found between child overweight and maternal feeding strategies. However, significant associations between maternal perception of and concern for child overweight and specific feeding strategies were found. Mothers who perceived their child as being overweight were less likely to pressure their children to eat the right foods (O.R.=0.3, $p<0.05$), and were more likely to restrict their

child's intake of specific foods (O.R.=5.9, $p<0.05$), and less likely to pressure their child to eat enough (O.R.= 0.5, $p<0.05$). The associations between child overweight status and maternal perception of and concern for child's weight suggests that mothers may be receptive to programs promoting healthy weight maintenance of children. In addition, strategies may be needed to increase the awareness and concern in mothers of overweight preschool children.

Ashleigh May, Maggie Donahue, Kelley Scanlon, Bettylou Sherry, Karen Dalenius, Patricia Faulkner, Leann Birch

Ashleigh May, Division of Nutrition and Physical activity, Centers for Disease Control and Prevention, Atlanta, US



**Poster presentations
are an easy way to
interact with
investigators!!**

Why do people eat what they eat? Planned behavior or habitual behavior?

Johannes Brug, Erasmus Medical Center, the Netherlands

In order to map interventions onto observed determinants or moderators of fruit intake, we need to better understand why people are low in their fruit consumption. Dr. Brug suggested that factors such as personal taste and even knowing that one's diet is unhealthy are not the same thing as wanting to change one's diet. He suggests that among other social cognitive predictors of one's intention to adopt a new diet, that habit might be an important variable. Verplanken's definition of habit: a repeated, automatic behavior that is associated with one's identity was used. A sample of 916 adults completed measures of habit and the theory of planned behavior (attitude, subjective norm and perceived behavioral control) regarding their fruit consumption. They were followed up 2 weeks later. Habit was found to predict fruit consumption over and above the theory of planned behavior variables, but did not moderate their influence. Habit was the strongest predictor of fruit eating behavior, and was not moderated by behavioral intention, the most proximal predictor of behavior according to the theory of planned behavior. Consistent with the theory of planned behavior, behavioral intention did mediate the influence of the more distal predictors: attitude, subjective norm and perceived behavioral control. This study suggests that habit is an important independent predictor of fruit eating behavior, but is not the only important predictor. The results also support the important contributions of the social cognitive variables comprising the theory of planned behavior. Dr. Brug recommends examining the potential for interaction of behavioral intention and habit in future studies.



INCREASING SCHOOL-CHILDREN'S INTAKE OF FRUIT AND VEGETABLES: FRUITS AND VEGETABLES MAKE THE MARKS **Elling Bere**

The main purpose of the Fruits and Vegetables Make the Marks project was to assess correlates of Norwegian school children's fruit and vegetable intake, and to evaluate the effect of a comprehensive school-based fruit and vegetable intervention.

A set of questionnaires targeting school-children and their parents were designed especially for this project. The study design included a baseline survey and a follow-up survey of all 6th and 7th grade pupils at 38 randomly selected schools from two counties, including a total of 2287 pupils. The intervention consisted of three components: (1) a behavioural focused class-room curriculum, (2) parental involvement and (3) increased accessibility of fruit and vegetables at school by (a) paid participation in the Norwegian School Fruit Programme or (b) free participation in this programme.

The main findings reported in the thesis were that: preferences and accessibility at home seem to be the strongest correlates of school-children's fruit and vegetable intake; increased accessibility of fruit and vegetables at school (participation in the School Fruit Programme, free or paid) lead to a considerable increase in fruit and vegetable intake; free participation in the School Fruit Programme seems to be effective with respect to consumption levels for children of both sexes and all socio-economic groups; those who subscribe to the School Fruit Programme at standard, paid, conditions seem to differ from the non-subscribers with respect to a higher intake of fruit and vegetables and a lower intake of 'unhealthy snacks' at baseline; the educational components of the intervention (classroom curriculum and parental involvement) appeared to have little effect on the children's intake.

Process evaluation, prospective prediction of intake (as presented at the 2004 annual ISBNPA conference in Washington DC) and long-term follow of the Fruits and Vegetables Make the Marks project are parts of Elling Bere's post doctoral work. For a copy of the thesis contact Elling Bere (e.t.bere@medisin.uio.no).



Environmental influences on physical activity and nutrition behaviors - Where should we look and what should we count?

Three key challenges for researchers in this field were discussed: 1) how do we define 'environment' when investigating influences on physical activity and eating behaviors? 2) which environmental exposures are important? 3) how do we integrate understanding of environmental influences with that of individual-level and social influences on physical activity and eating?

Examples of strategies for considering these issues were provided from a study of socioeconomic differences in women's physical activity and eating behaviors that is currently underway in Melbourne, Australia. The key message of this presentation was that environments are not

easily defined, given the range of different contexts (families, schools, workplaces, neighborhoods, social groups, political environments) in which we live. There is a tendency for researchers studying environmental influences to use data that are freely available (e.g., Census data) to define environments (e.g., by administrative or postal boundaries) and to select environmental exposures for study. It was suggested that the definition of environments, and the selection of particular environmental exposures of interest, should be considered carefully in light of study hypotheses, outcomes of interest and populations under study, rather than being driven solely by the data that are available. In particular,

rather than being driven solely by the data that are available. In particular, studies of environmental influences on physical activity and eating behaviors should be guided by careful conceptual and theoretical consideration, also taking into account the individual-level factors (e.g., cognitions, motivations) that are well-established influences on these behaviors.

The current surge in studies of environmental influences on physical activity and nutrition represents exciting opportunities to advance understanding of the range of influences on these behaviors, as well as highlighting potential 'intervention points' for strategies and policies aimed at

....continued on page 11

Symposium 2 Key Challenges in Understanding the Role of the Environment on Physical Activity and Nutrition-Related Behaviors

David Crawford opened this session by drawing attention to our being only in the earliest stages of understanding how the environment influences human behavior, thereby highlighting the importance of these early contributions.

Kylie Ball (Deakin University, Melbourne, Australia) overviewed four issues: how to define the environment; identifying which environmental exposures were important for understanding eating and physical activity; how to integrate environmental and individual influences; and how to reconcile complex models that predict behavior in restricted samples versus simple models that have larger generalizability. Kylie clearly identified that we all function in multiple environments (e.g. families, schools, neighborhoods, etc); that resident defined neighborhoods are different from census defined neighborhoods; and geocoding allows for each person to have unique environments. Environments can vary along multiple dimensions, including proximity, density, availability, quality, range and costs. While statistical procedures allow for analyzing multiple levels of environmental and individual influences, theory has not kept pace with understanding these possible influences. While it is clear that we need simple broadly generalizable principles to inform public policy, our complex models that have low predictiveness in restricted samples, may not be up to the task of informing public policy, yet. Ball ended by saying that there was very little data relating environmental variables to obesity.

Ilse de Bourdeaudhuij (University of Ghent, Belgium) raised the issue of the relatively small percent of variance in physical activity accounted for by psychosocial variables, with the promise of larger percents of variance accounted for by environmental variables. In three studies from Ghent and Portugal, she reported that environmental variables accounted for relatively small percentages of the variance, and psychosocial variables explained more of the variance in moderate to vigorous physical activity than did environmental variables.

Sally Macintyre (University of Glasgow, Scotland) addressed four issues. First she identified the importance of time lags for certain variables to influence behavior, which cannot be addressed in cross sectional research designs. Next she demonstrated that different answers are obtained by using objective measures (e.g. mean # of play grounds/1000 children) than by subjective measures (e.g. parent report of safety concerns in the neighborhood); suggesting that each is giving us different insights into human behavior. She reported the importance of using control groups in assessing natural experiments in environmental variables, e.g. an increase of 4 FV servings was obtained both after the introduction of a new supermarket in one neighborhood, and in a comparison neighborhood that did not get a new supermarket. Finally, she emphasized the need to study environmental variables within the context of local planning regulations and local needs; e.g. in contrast to expectations, she found that foods were cheaper in lower income areas, which reflect food company responsiveness to local

planning.

Bob Jeffery (University of Minnesota, USA) highlighted the complexity of the phenomena reported by these investigators; the selection of variables needed to reflect theoretical issues; psychosocial variables are not distributed haphazardly in regard to environmental variables, which may complicate their joint analysis; and stated that there was no need to be apologetic about the relatively small percentages of variance accounted for because even weak effects could have substantial impact on a population basis.

Mark your calendars!
The fourth Annual ISNBPA Meeting is in AMSTERDAM June 16-18, 2005



SUPER-SIZING AMERICA: EXAGGERATED SERVING SIZES IN TELEVISED FOOD ADVERTISEMENTS Michael Mink Arnold School of Public Health, University of South Carolina, Columbia, SC



Purpose: To compare the nutrient content of super-sized food items to normal serving food items endorsed by televised advertisements.

Methods: A total of 79 food ads were observed during 16 hours of nationally syndicated television programming. The observer recorded the program date and time, the food item featured, the food ad sponsor, and the serving sizes endorsed for each advertisement. Food items were analyzed for nutrient content using the software program Nutritionist V and compared across serving size group using a t-test.

Results: The average featured food item across both groups contained 17% of the RDA for caloric intake. Over-represented nutrients (expressed as percent of RDA) included sodium (30%), protein (29%), fat (24%), and

cholesterol (23%). Under-represented nutrients included calcium (12%), fiber (6%), vitamin C (4%), and vitamin E (1%). When controlled for serving size, super-sized food items contained significantly higher amounts of calories (434 vs. 284 kcal), protein (20 vs. 12 gm), carbohydrates (36 vs. 33 gm), unsaturated fats (5 vs. 1 gm), and sodium (903 mg vs. 619 mg), but significantly lower amounts of fiber (1 vs. 2 gm), vitamin A (214 vs. 467 IU), and calcium (107 vs. 134 mg) than normal serving foods (all $p < 0.05$).

Conclusion: Even when controlling for serving size, super-sized food items had greater amounts of nutrients that are already oversupplied in the American diet, but fewer amounts of protective nutrients. These differences are exaggerated when actual endorsed serving sizes are considered.



Michael Mink

Amsterdam Meeting....

Obesogenic Environment
Children and Adolescents
Ethnic and Cultural Differences
Information Technology
The Elderly
Environmental Change
Assessment of Food Intake and Physical Activity
Preferences and Behavior
Gene-environment Interactions

To learn more: www.isnbpa.org



The Dutch contingency gets ready to party in DC and plan the next ISBNPA meeting in Amsterdam on June 16-18, 2005.

increasing levels of physical activity and promoting healthy eating. This presentation argued that this enthusiasm should be matched with careful ongoing methodological and conceptual development of tools and frameworks within which to advance knowledge in this field.

Kylie Ball

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Newsletter articles and stories wanted

We need articles from our members!! This is our newsletter, let's make it truly useful to all of us. Send articles, stories, news items, meeting summaries, and photos to:



Carol O'Neil
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Please include ISBNBPA, your name, and article title on the subject line, and your contact information at the end of the text.

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