



The British Nutrition Foundation

The British Nutrition Foundation (BNF) is a registered charity, which promotes the nutritional wellbeing of the population by providing balanced and objective expert opinion on current issues in nutrition.

BNF is a partner within the *Lipgene* consortium and is organising this workshop on behalf of the consortium. As the dissemination partner for this EU programme, BNF is responsible for a wide-reaching programme to raise awareness of the metabolic syndrome and to disseminate information about the *Lipgene* project and its findings.

For more information about the *Lipgene* project log onto www.nutrition.org.uk/lipgene, where you will also find a facility to register for periodic *Lipgene* updates!

To contact the BNF visit www.nutrition.org.uk



Lipgene

The Metabolic Syndrome

The Public's Perspective

Friday 8th December 2006
SCI, Belgrave Square, London

The metabolic syndrome is a major public health problem in Europe and *Lipgene* researchers are looking for ways by which diet may alter risk of the disease. But what do European consumers think about the metabolic syndrome? And how does their perception of their disease risk influence their food choice? Join us in London where we will discuss these questions and related issues.

The workshop is being organised by the British Nutrition Foundation in association with the EU funded *Lipgene* project, and will be of interest to: policy makers, members of the food and bio-technology industries, public health professionals, consumer groups and the media.

Lipgene is an EU 6th Framework Programme Project focusing on the metabolic syndrome, entitled "Diet, genomics and the metabolic syndrome: an integrated nutrition, agro-food, social and economic analysis", funded under the Food Quality and Safety Priority of the European Commission Directorate for Research (Contract FOOD-CT-2003-505944).



Programme

The Metabolic Syndrome – The Public's Perspective

Chaired by Prof. Michael Gibney – Co-ordinator of the *Lipgene* project.

9.30 – 10.00	Registration and coffee
10.00 – 10.15	An introduction to <i>Lipgene</i> Prof. Michael Gibney <i>University College Dublin, Ireland</i>
10.15 – 10.45	What influences repeated healthy food choice behavior? Dr. Liesbeth Zandstra <i>Unilever, The Netherlands</i>
10.45 – 11.15	An example of successful community based activities to modify food choice - The Fleurbaix-Lavantie study Dr Jean-Michel Borys <i>Coordinateur d' "Ensemble, Prévenons l'Obésité Des Enfants", France</i>
11.15 – 11.45	Coffee break
11.45 – 12.15	An overview of findings from a 6-country European survey on consumer attitudes to the metabolic syndrome, genetics in nutrition, and potential agro-food technologies Prof. Maria Daniel Vaz de Almeida <i>University of Porto, Portugal</i>
12.15 – 12.45	Risk perception and food safety: where do European consumers stand today? Lucia de Luca <i>EFSA, Italy</i>
12.45 – 13.00	Discussion
	LUNCH
14.00 – 14.30	The views of metabolic syndrome sufferers on the health benefits from functional foods Prof. Maria Daniel Vaz de Almeida <i>University of Porto, Portugal</i>
14.30 – 15.00	Consumer perceptions of the Metabolic Syndrome – findings from the qualitative studies Heather Parr <i>University of Ulster, Northern Ireland</i>
15.00 – 15.30	Psychological factors and the Metabolic Syndrome Dr. Barbara Stewart <i>University of Ulster, Northern Ireland</i>
15.30 – 16.00	Discussion

Registration Form

The Metabolic Syndrome – The Public's Perspective

This workshop is free to attend, but tickets are limited and will be issued on a first come first served basis.

Please complete this registration form in BLOCK CAPITALS

Title Name Surname

Position Organisation

Address

Postcode Country

Telephone Fax

E-mail

Lunch will be provided, so please provide details of any special dietary requirements (e.g. vegetarian)

If all tickets have been allocated, please tick the box if you wish to be added to a reserve list?

Once completed please return registration forms to:

Georgina Bentley (g.bentley@nutrition.org.uk)
British Nutrition Foundation, High Holborn House, 52-54 High Holborn, London WC1V 6RQ

Tel: + 44 (0)20 7404 6504

Fax: + 44 (0)20 7404 6747

You will be contacted in due course to confirm your registration.