



The Deputy Head of Mission of the Kingdom of the Netherlands,  
Brechtje Schwachöfer

and the Centre for Food Policy, City, University of London,

Have the pleasure to invite you to a seminar on

*An integrated approach on tackling Childhood Obesity at municipal level*

On Tuesday 29 January 2019, doors open at 17:30 with the seminar starting at 18.00, followed by a reception from 19:30 to 20:30, at

The Residence of the Ambassador of the Kingdom of the Netherlands  
29 Exhibition Road  
London SW7 2AS

Throughout the world, childhood obesity is becoming a more urgent societal challenge. During this event we will discuss the successes and challenges that municipalities face in developing and executing an integral approach to tackle childhood obesity. What does an integrated approach look like? And how can we create the biggest impact with the available resources? During the event municipal efforts in both British and Dutch municipalities will be discussed to establish knowledge exchange between the North Sea neighbours.

**Karen den Hertog** of the Municipality of Amsterdam will give a keynote speech about the work she has done as program manager for the “Amsterdamse aanpak Gezond Gewicht” (healthy weight program Amsterdam).

After the keynote speech there will be a panel discussion with

- **Karen den Hertog** - Municipality of Amsterdam
- **Dr Arif Rajpura** - Director of Public Health, Blackpool Council
- **Dr Emma Frew** - Reader in Health Economics, University of Birmingham
- **Kieron Boyle** – Chief Executive of the Guys and St. Thomas’ Charity

Moderated by:

**Prof. Corinna Hawkes**, Director Centre for Food Policy, City, University of London & Vice Chair London Childhood Obesity Taskforce.

**RSVP is required and must include full name and organisation.**  
**Due to limited seating we recommend to RSVP as soon as possible to**  
[lon-rsvp@minbuza.nl](mailto:lon-rsvp@minbuza.nl)

\*Feel free to extend this invitation to a colleague in your organisation to whom this event might be relevant.