



Media Advisory

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Media Contact

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Campaign to End Obesity to Release New Study Showing Importance of Calculating Full Cost Savings of Chronic Disease Prevention *Findings to be reported on telephonic press conference*

(Washington DC) The Campaign to End Obesity will unveil a new study Wednesday entitled “Assessing the Economics of Obesity and Obesity Interventions.” A telephonic press conference will be held to provide members of the press an opportunity to hear from and ask questions of one of the study’s authors. The authors are former Bush Administration health and economic officials.

Author Michael O’Grady—joined by the Campaign to End Obesity and the Robert Wood Johnson Foundation, which funded the study—will present findings about the economic imperative of addressing the obesity epidemic, challenges posed by the Congressional Budget Office scoring process as it relates to prevention, and budget scoring adjustments needed to more adequately capture the costs and potential savings of obesity interventions.

What:	Telephonic press conference announcing new study, “Assessing the Economics of Obesity and Obesity Interventions”
Who:	Michael O’Grady, PhD , Senior Fellow for Health Care Research, National Opinion Research Center at the University of Chicago and Principal, O’Grady Health Policy, LLC; formerly Assistant Secretary for Planning and Evaluation at the U.S. Department of Health and Human Services Lee M. Kaplan, MD, PhD , Director, Obesity, Metabolism & Nutrition Institute, Massachusetts General Hospital, Associate Professor, Harvard Medical School, Chairman Emeritus, Campaign to End Obesity Jim Marks, MD, MPH , Senior Vice President and Director, Health Group, Robert Wood Johnson Foundation; former Director, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control
When:	Wednesday, March 21, 2012, 10:00 am ET
Dial-in Info:	Call-in number: 877.731.6309 Conference Code: 8797026#

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About the Campaign to End Obesity

By bringing together leaders from across industry, academia and public health with policymakers and their advisors, the Campaign to End Obesity provides the information and guidance that decision-makers need to make the changes necessary to reverse one of the nation’s costliest and most prevalent diseases.