

# Our Ways of Eating: The Modern Psychology of Meals

Order your DVD today!

Research shows a clear link between family meals and significant health and social benefits for children, adolescents and older people, including improvements in family nutrition, social adjustment, and even childhood academic performance.

But between soccer practice and dance class, school and work, many families are struggling to eat meals together.

[Drawing on findings from a recent groundbreaking Canadian study, learn how we can reverse this trend.](#)

Keynote speaker, Nick Black, will take you into the mind of the modern family and help explain:

- The psychological drivers of family eating behaviour
- The types of meals we eat and why
- Implications for community, family, food and fun

The forum also features a panel on successful programs that reconnect food and fun—an important step towards family meals.



**Nick Black, MA**

Vice President of Strategic  
Insight, Concerto Marketing

Nick Black and Concerto Marketing are currently working in partnership with BC Ministry of Healthy Living and Sport and BC Dairy Foundation to explore ways of bridging the gap between how people value eating together and their behaviour.

## Who will benefit

- Dietitians
- Public health nurses
- Mental health professionals
- Social workers
- Health educators and community developers
- Physicians
- Health professionals working in tobacco reduction and substance abuse prevention
- Early childhood educators
- Parents
- School trustees
- Teachers
- Healthy School Coordinators
- Chefs
- Community centre programmers
- Anyone who cares about the health and well-being of their family

## DVD Order Form

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Cost: \$10

5% GST included in price. BC Dairy Foundation GST# 106811888

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Receipts available upon request.

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Orders accepted by mail only.

# Our Ways of Eating: The Modern Psychology of Meals

## Forum Overview

Welcome Remarks

[\*Better Together \(PDF, 1.56MB\)\*](#)

Sydney Massey, RD

Director of Nutrition Education, BC Dairy Foundation

[\*The Modern Psychology of Meals—Research Summary \(PDF, 2.23MB\)\*](#)

Nick Black

Vice President of Strategic Insight, Concerto Marketing

### **Panel presentations and discussion: Reconnecting Food and Fun**

Moderator: Kenton Delisle, RD

[\*The Modern Psychology of Meals—Research Implications \(PDF, 918KB\)\*](#)

Nick Black

Vice President of Strategic Insight, Concerto Marketing

[\*Project CHEF: Cook Healthy Edible Food \(PDF, 9.89MB\)\*](#)

On-site school program

Barbara Finley

Developer, Administrator, Teacher of Project CHEF

[\*Kidz in the Kitchen \(PDF, 1.31MB\)\*](#)

After-school community program

Marisol Petersen

Community Schools Coordinator, Vancouver School Board

[\*Food Skills for Families \(PDF, 3.34MB\)\*](#)

BC Healthy Living Alliance Healthy Eating Strategy initiative

Mary Clifford

Manager, Food Skills for Families

[\*Better Together BC website \(PDF, 1.90KB\)\*](#)

Wil Arndt

Creative Director and Principal, mod7: Interaction Design Studio

Closing Remarks



9<sup>th</sup> Annual Nutrition Forum

# Our Ways of Eating: The Modern Psychology of Meals

Wednesday, April 29, 2009 1:00-4:30pm

Villa Amato Ballroom, 88 East 1st Ave, Vancouver BC

## Speakers

### Sydney Massey

Sydney is the Director of Nutrition Education at BC Dairy Foundation where she develops nutrition programs and materials used in schools and the community. She recently completed the Practice-based Evidence in Nutrition (PEN) pathway on Eating Together for Dietitians of Canada. Sydney is a Registered Dietitian and holds a Masters degree in Public Health.

### Nick Black

Nick is Vice President of Strategic Insight at Concerto Marketing. He is trained in Morphological Market Research and Psychology and has researched hundreds of consumers, customers and employees using Morphological Psychology and qualitative research methodologies. Nick and Concerto Marketing are currently working in partnership with BC Ministry of Healthy Living and Sport and BC Dairy Foundation to explore ways of bridging the gap between how people value eating together and their behaviour. Nick holds a Bachelor of Business (Marketing and International Business) and a Master of Arts (Advertising & Brand Strategy).

### Barbara Finley

An educator for over 25 years in local elementary and secondary schools and at UBC, Barb returned to school to achieve professional culinary and pastry training. She has developed and run many children's culinary programs including Project CHEF, a program that she is currently administering and teaching in several Vancouver elementary schools. Barb has a Masters degree in Education and is passionate about reconnecting children with healthy food: where it comes from, what it tastes like, how to prepare it and how to enjoy sharing it around a table.

### Marisol Petersen

Marisol is a Community Schools Coordinator with the Vancouver School Board. In this role, she works towards building community partnerships that aim to engage potentially at-risk children and youth in structured educational and recreational activities in out-of-school time. Marisol has a Masters degree in Community and Regional Planning from UBC and has a passion for promoting healthy eating and living habits in our communities.

### Mary Clifford

Mary is the Manager of Food Skills for Families. She brings a wealth of knowledge in community development, health promotion & educational strategies, working across cultures and how to engage families to this new initiative. Mary has a Bachelor of Journalism and is in the process of completing a Masters in Education. She has spent most of her life in northern BC, contributing to the community of Prince George for over 23 years, developing and implementing community based programs for people with disabilities, urban Aboriginal people, children, youth and families.

### Wil Arndt

Wil is the principal and creative director of mod7 Communications, Inc., with 14 years of experience in the visual design field. He has worked in partnership with BC Dairy Foundation on many nutrition education resources and projects including SpaceStation 5-5-3-2, Calcium Calculator on-line, and the Healthy Eating at School website. Wil and mod7 are currently working with BC Dairy Foundation on the Better Together BC website, and Titanium Chef, an online game that puts Canada's Food Guide into action. Wil has a Bachelor of Communication Design degree from the Emily Carr Institute and four years of architectural training from the New Jersey Institute of Technology.

Presented by BC Dairy Foundation, a not-for-profit organization funded entirely by the dairy producers of British Columbia. BC Dairy Foundation has been providing innovative nutrition education programs to schools for over 30 years and resources for the community distributed by health professionals.

Thank you to the Dairy Farmers of Canada for their continued support of this event.