Dr. Brian Wansink
John Dyson Professor of Consumer Behavior, Cornell University; Director, Cornell Food and Brand Lab

Friday, February 13th, 2015
11 am - 12:15 pm EST

This seminar is positioned within the larger Global Obesity Roadmap project, an innovative behavioral and consumer decision making project that will help consumers shift towards healthier choices.

The way our homes, schools, restaurants, workplaces, and grocery stores are set up predictably lead us to pick up cookies rather than apples. But just as they’ve evolved to make us overeat, we can easily redesign them to make us slim. For every place we purchase or prepare food – homes and schools, restaurants and grocery stores – there are slim by design solutions.

This presentation is about solutions—actionable ideas that my Lab has developed, tested, tweaked, and analyzed in dozens of towns and cities across the United States and abroad. Most are low-cost or no-cost solutions that any one of us can use in our food radius to help our kids eat better, control our eating at restaurants, to shop like a slim person, and to eat less at home without thinking about it. In other words, how to help yourself – and the people and places in your food radius – to become slim by design.

For more information contact:
Dr. Chris Lannon
Managing Director, MCCHE
Email: chris.lannon@mcgill.ca
Telephone: +1.514.398.3326

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The McGill Centre for Convergence of Health and Economics (MCCHE) is a world leader in promoting the development of a novel integrative approach to the study of nutrition-related global health challenges. The MCCHE believes that these challenges are best addressed with a collaborative, integrated, trans-disciplinary approach. The Global Obesity Roadmap project is part of MCCHE’s broader research into developing a model of motivated choice and transformative innovation for obesity prevention and control.