



FOOD  
AS  
MEDICINE  
POLICY

November 29–30th, 2023 | Washington DC  
www.foodmedicinepolicysummit.com

## Day 1

### 9:00 AM Chair's Opening Remarks

**Melissa Habedank**, Vice President, **American Institute for Cancer Research**

### 9:10 AM Keynote Panel with Open Q&A: Defining Food as Medicine from Each Stakeholders Perspective and Outlining Each Stakeholders Role in the Food as Medicine Ecosystem

- What is your definition of Food as Medicine?
- What role does each stakeholder play in contributing to Food as Medicine Policy?
- What actions has your organization taken since the White House conference last year, and how are you measuring the impacts and outcomes of those specific actions?
- Which stakeholders should be more involved but aren't yet?
- How do we continue to inspire change and commitments?

**Susan Benigas**, Executive Director, **American College of Lifestyle Medicine**

**Jacob Mirsky**, Medical Director, **Massachusetts General Hospital Revere Food Pantry**

**Emily Rider**, Nutrition Program Development Manager, **Kroger**

**Curt Ellis**, CEO, **FoodCorps**

**William Li**, President, **The Angiogenesis Foundation**



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### 9:55 AM Presentation with Open Q&A: Consumer Trends in Food as Medicine

**Sherry Frey**, Vice President of Total Wellness, **NielsenIQ**

**Maria Maysonet**, Associate Director of Total Wellness, **NielsenIQ**



## 10:35 AM Morning Refreshments

### Funding Food as Medicine

#### 11:20 AM Speed Networking

Grab yourself a drink and get ready for speed networking. This session is designed to connect you with new faces, so have your answers ready for the following questions and spend time with each group before moving on to a new group of faces:

- Your name, organization and role
- A brief intro to your organization
- What you do at your organization

Remember to exchange those business cards and follow up on those warm connections later in the day!

#### 11:40 AM Presentation: The Essential Role of CBOs in Increasing Access to Food as Medicine, and the Role they Play in Food as Medicine Policy

Ipyana Spencer, Chief Health Officer, [Meals on Wheels America](#)

#### 12:00 PM Presentation: How Local Coalitions are Building National Impact for the Food as Medicine Movement

Susan Topping, Sr. Director of Food, Policy & Impact, [Capital Area Food Bank](#)

Patricia Quinn, Vice President of Partnerships & Policy, [DC Primary Care Association](#)

#### 12:25 AM Panel With Open Q&A: What Needs to Happen to Increase Coverage of Food as Medicine Programs?

- What barriers do insurers face in covering Food as Medicine approaches?
- What data or evidence do insurers need to see to expand the breadth of Food as Medicine coverage?
- Where have we had success, and what did it take to achieve this success?
- What is the financial and non financial return on investment if we invest in Food as Medicine approaches?
- What is the unique role of employers in offering Food as Medicine benefits to their employees?
- What other stakeholders can impact Food as Medicine coverage?

**Moderated by:** Holly Freishtat, Senior Director of Feeding Change, [Milken Institute](#)

Alissa Wassung, Executive Director, [Food is Medicine Coalition](#)

Kofi Essel, Food as Medicine Director, [Elevance](#)

Josh Hix, Co-founder and CEO, [Season Health](#)

Rachel Landauer, Clinical Instructor, [Center for Health Law and Policy Innovation of Harvard Law School](#)

# SEASON

## 1:10 PM Lunch & Networking

### **2:10 PM Panel Presentation: Federal Efforts to Accelerate Progress on the National Strategy on Hunger, Nutrition, and Health Pillar 2 Integrating Nutrition and Health**

**Rear Admiral Paul Reed, MD**, Deputy Assistant Secretary for Health, **Office of the Assistant Secretary for Health**; Director, **Office of Disease Prevention and Health Promotion**

**Dr. Caree Cotwright, PhD, RDN**, Director of Nutrition Security and Health Equity, **United States Department of Agriculture Food and Nutrition Service; United States Department of Health and Human Services**

**Anne Utech, PhD, RDN, LD**, National Director, Nutrition and Food Services, Veterans Health Administration, **United States Department of Veterans Affairs**

### **2:40 PM Panel Discussion with Open Q&A: Better Integrating Nutrition and Health: An Overview of Federal Agency Actions and Opportunities to Engage**

**Moderated by: Sheila Fleischhacker, PhD, JD, RDN**, Senior Advisor for Nutrition Security, **United States Department of Agriculture Food and Nutrition Service on joint detail with the USDA National Institute of Food and Agriculture**

**Deirdra Chester, PhD, RDN**, Director, **Office of the Chief Scientist**

**Mallory Koenings, PhD, RDN**, National Program Leader, Division of Nutrition, **Institute of Food Safety and Nutrition, National Institute of Food and Agriculture**

**Dr. Caree Cotwright, PhD, RDN**, Director of Nutrition Security and Health Equity, **United States Department of Agriculture Food and Nutrition Service; United States Department of Health and Human Services**

**Rear Admiral Paul Reed, MD**, Deputy Assistant Secretary for Health, **Office of the Assistant Secretary for Health**; Director, **Office of Disease Prevention and Health Promotion**

**Rachel Fisher, MS, MPH, RDN**, Acting Executive Director, The President's Council on Sports, Fitness & Nutrition, **Office of Disease Prevention and Health Promotion**

**Erin McDonald, PhD, MPP**, Lead for the Federal Plan for Equitable Long-Term Recovery and Resilience, **Office of the Assistant Secretary of Health**

**Sarah Downer, JD**, Health Insurance Specialist, State and Population Health Group, Center for Medicare and Medicaid Innovation, **Centers for Medicare and Medicaid Services**

**Diane Harris, PhD, MPH**, Senior Health Scientist and Team Lead, Healthy Food Environments, Obesity Prevention and Control Branch, Division of Nutrition, Physical Activity, and Obesity, National Center for Chronic Disease Prevention and Health Promotion, **Centers for Disease Control and Prevention**

**Robin McKinnon, PhD**, Senior Advisor for Nutrition Policy, Center for Food Safety and Applied Nutrition, **Food and Drug Administration**

**Nicholas J. Jury, PhD**, Director of Legislative Affairs and Policy, Office of Nutrition Research, **National Institutes of Health United States Department of Veterans Affairs**

Christine Going, EdD, MPA, RD, FACHE, Senior Advisor, Food Security Program Office, **Veterans Health Administration**

Anne Utech, PhD, RDN, LD, National Director, Nutrition and Food Services, **Veterans Health Administration**

### 3:25 PM Afternoon Refreshments

### Public-Private Partnerships

#### 4:15 PM Presentation: The Food as Medicine Opportunity at the Grocery Store

Krystal Register, Senior Director, Health & Wellbeing, **FMI - The Food Industry Association**

#### 4:40 PM Closing Panel Discussion with Open Q&A: How can we Ensure CPG and Retail are Driving Food as Medicine Policy in a Meaningful Way?

- How can the food industry participate in Food as Medicine policy in a meaningful way?
- What role do CPGs and retail have in Food as Medicine policy?
- How are CPGs and retail making healthy choices easy, affordable and accessible for consumers, and how are they measuring the impact?

Ellis Singer McCue, Chief Executive Officer, **Territory Foods**

Stacy Bates, Director, Wellness Nutrition Services, **H-E-B**

Leslie Sarasin, President and CEO, **FMI -The Food Industry Association**

Ken Erickson, CEO & Founder, **iQPay**



#### 5:25 PM Chair's Closing Remarks

Melissa Habedank, Vice President, **American Institute for Cancer Research**

#### 5:30 PM Drinks Reception

A 1.5 hour networking drinks reception, kindly hosted by iQPay.



Close of Day 1

## Day 2

### 9:00 AM Chair's Opening Remarks

**Melissa Habedank**, Vice President, **American Institute for Cancer Research**

## Food as Medicine from the Healthcare System

### 9:05 AM Fireside Chat: Demonstrating the Effectiveness of Food as Medicine Approaches on Specific Disease States

- What data do we have for Food as Medicine approaches affecting specific disease states?
- How have each of your organizations utilized this data?
- How can we use this data to implement programs, drive policy change and prevent disease?
- What is the return on investment if we invest in Food as Medicine based approaches?

**Mitch Elkind**, Chief Clinical Science Officer, **American Heart Association**

**Hilary Seligman**, Professor of Medicine and of Epidemiology and Biostatistics, **University of California**

**Melissa Habedank**, Vice President, **American Institute for Cancer Research**

### 9:45 AM Panel Discussion with Open Q&A: How can the Healthcare Industry Effectively Implement Food as Medicine Practices to Promote Better Health Outcomes?

- Does the healthcare system see the value of Food as Medicine and how do we educate key stakeholders within healthcare to prioritize nutrition?
- How can the healthcare industry make it easier for patients to make healthier food choices?
- What programs are demonstrating the greatest improvements in clinical outcomes?
- What is the role of providers in the growth of Food as Medicine and how can they drive and enforce policy change?
- What do providers need from other stakeholders to see widespread change across the industry?
- How can we persuade providers to participate in Food as Medicine approaches?

**Moderated by: Corby Kummer**, Executive Director of Food & Society, **the Aspen Institute**

**Nebeyou Abebe**, SVP, Social Determinants of Health, **Highmark Health**

**Pamela Schwartz**, Executive Director, Community Health, **Kaiser Permanente**

**Amanda Velazquez**, Director of Obesity Medicine, **Cedars-Sinai Medical Center**

**Susan Bratton**, CEO & Founder, **Savor Health**



## 10:30 AM Morning Refreshments

### The Future of Food as Medicine Policy

**11:15 Presentation: Redesigning PRx for Scale: Aligning program models with policy goals**

**Luisa Furstenberg-Beckman**, Produce Prescription Program Manager, **DC Greens**  
**Kristin Sukys**, Health Policy Specialist, **DC Greens**

**11:40 AM Co-Presentation: The Gus Shumacher Nutrition Incentive Program (GusNIP), Spotlight on Produce Prescription Programs**

**Amy Yaroch**, Executive Director, **Gretchen Swanson Center for Nutrition**  
**Mallory Koenings, PhD, RDN**, National Program Leader, Division of Nutrition, **Institute of Food Safety and Nutrition, National Institute of Food and Agriculture**

**12:20 PM Presentation: FIM in the Farm Bill, Opportunities and Limitations to Legislate Progress of Food as Medicine in Federal Agriculture Policy**

**Michel Nischan**, Co-Founder and Executive Chairman, **Wholesome Wave**

**12:45 PM Closing Panel Discussion With Open Q&A: How can all Stakeholders Work Together to Drive Policies and Improve Equitable Access to Food as Medicine Programs?**

- What can each stakeholder do to move the needle with Food as Medicine?
- In a perfect world, what policy changes would you like to see happen?
- What actions can each of us do today to accelerate Food as Medicine?
- What are the goals for each stakeholder in terms of Food as Medicine policy?

**Tambra Raye Stevenson**, Founder/CEO, **WANDA**  
**Jean Terranova**, Senior Director of Policy and Research, **Community Servings**  
**Akua Kathy Woolbright**, Global Nutrition Program Director, **Whole Foods Market**  
**Sarah Fleisch**, Head of Policy Research & Development, **Instacart**  
**Livleen Gill**, President and CEO, **Apostle Group**

**1:30 PM Chair's Closing Remarks**

**Melissa Habedank**, Vice President, **American Institute for Cancer Research**

Close of Day 2