Peters, John C

From: Alex Malaspina
Sent: Fri 2/13/2015 9:48 AM (GMT-07:00)
To: ehays@coca-cola.com; ctuggle@coca-cola.com; gwollaert@coca-cola.com;
wwaichungo@coca-cola.com
Cc:
Bcc:
Subject: Fwd:

FYI. Article is worth reading. Alex

-----Original Message-----
From: Barbara Bowman <n4789e@me.com>
To: Alex Malaspina <malaspina@aol.com>
Sent: Fri, Feb 13, 2015 10:15 am
Subject: Fwd:

Hi Alex, this may be of interest. Check out the BMJ correspondence especially.
Regards,
Barbara

Sent from my iPhone

Begin forwarded message:

From: "Bowman, Barbara (CDC/ONDIEH/NCCDPHP)" <bbb8@cdc.gov>
Date: February 13, 2015 at 8:45:01 AM CST
To: Home <n4789e@me.com>
Subject: Fwd: FOR YOUR REVIEW: Draft Principles from Dec 8 Public Private
Partnerships Meeting

Begin forwarded message:

From: "Klurfeld, David" <David.Klurfeld@ARS.USDA.GOV>
Date: February 12, 2015 at 9:02:16 AM CST
To: Linda Meyers <LMeyers@nutrition.org>, "connors@ohsu.edu"
<connors@ohsu.edu>, "rhand@eatright.org" <rhand@eatright.org>,
"Mwhalen@eatright.org" <Mwhalen@eatright.org>,
"MStolar@gastro.org" <MStolar@gastro.org>,
"dorothea.vafiadis@heart.org" <dorothea.vafiadis@heart.org>,
"Wendy.Johnson-Askew@us.nestle.com" <Wendy.Johnson-
Askew@us.nestle.com>, John Courtney <JCourtney@nutrition.org>,
Rob Russell <rohrussell@tufts.edu>, "Patrick J. Stover"
<pjs13@cornell.edu>, "Barbara A. Bowman" <bbb8@cdc.gov>, "Laura
Pillsbury (laura.pillsbury@fda.hhs.gov)" <laura.pillsbury@fda.hhs.gov>,
"Burns, Robert" <RBurns@gmaonline.org>, "clarantino@ift.org"
<clarantino@ift.org>, "janet.e.collins@usa.dupont.com"
<janet.e.collins@usa.dupont.com>, "mary.camire@umit.maine.edu"
An article posted yesterday by the BMJ highlights why objective criteria from professional societies and other groups are needed for public-private partnerships: http://www.bmj.com/content/350/bmj.h231. In addition, there are two responses (link on right side of page) to this if you are interested. I highlight one sentence that sums things up: “There is a strong tide of sanctimony in British public health and riding this tide is a luxury more easily enjoyed by commentators than those who are actively involved in improving health.”

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