

Dear Vitamin D Workshop Participant,

As you are well aware the Vitamin D Workshop will shortly be upon us in the beautiful Belgian town of Bruges. Meeting for the 14th time scientists, academics, medical professionals and other stakeholders will again come together to discuss the current state of affairs around Vitamin D. While the scientific programme is as varied and challenging as usual with seminars and expert discussions on a broad range of topics around the potential nutrient, the 2009 Vitamin D Workshop will also feature an additional session on the "**Vitamin D Deficiency: The Need for Prevention and Communication**". As a participant in the workshop we would like to invite you to participate in this discussion taking place on the afternoon of Tuesday 6th October 2009. Please see the preliminary programme enclosed below.

The Need for Prevention and Communication

Today about 1,400 studies on the role of vitamin D in human health are published every year. An abundance of consolidated research on the vitamin's beneficial effects on bone health and muscle strength is increasingly matched by the emerging science on a growing range of medical conditions. Still, as a recent report of the International Osteoporosis Foundation illustrates, vitamin D deficiency appears to be widespread, if not pandemic, in Europe and many other parts of the world. Indeed, information on vitamin D intake in the media is often misrepresented and the majority of the population and in particular the many risk groups do not even achieve the scientists' lowest common denominator of vitamin D nutritional status.

Dr. Werner Christie, former Health Minister of Norway and Global Advisor on Health & Nutrition of Public Advice International Foundation (PA International – www.pa-international.org), has recognised there is a serious **communication gap** around vitamin D between science and consumers – seemingly, between all stakeholders in the public health domain (i.e. scientists, politicians, media, doctors, patients and consumers). In order to solve the 'communication conundrum' after months of extensive research and stakeholder consultation Dr. Christie and his team have set out to address the societal case of need around vitamin D. Following PA International's initiative, the CPME – the Standing Committee of European Doctors – which represents the National Medical Associations of all EU Member States and over 2 million European doctors, has decided to create a policy paper in order to provide adequate information and guidance on vitamin D to practitioners.

The content of the CPME policy paper will first be publicly discussed during the 14th Workshop on Vitamin D in Bruges. Following the Scientific Expert Roundtable Debate on Vitamin D Optimal Health Requirements on Tuesday 6th October, PA International is organising an afternoon **seminar on "Vitamin D Deficiency: The Need for Prevention and Communication"** in collaboration with the CPME and the Vitamin D Workshop. In the spirit of a 'public consultation', the seminar will invite an exchange of views on the CPME policy paper among key stakeholders (scientists, doctors, patient groups, media representatives and politicians) in order to obtain their input. It is hoped that the CPME policy paper will be instrumental in communicating the current case of need around vitamin D to European politicians and policy-makers as well as the CPME members in the EU Member States.

All the participants of the 14th Workshop on Vitamin D are invited to join this special event. Registration is free and a sandwich lunch will be provided. Please sign up before 30th September 2009 by sending an e-mail to NinaBuettgen@pa-international.org.

We look forward to welcoming you on 6th October in Bruges.

PA International Foundation
The Vitamin D Workshop



Vitamin D Deficiency: **The Need for Prevention and Communication**

*Seminar hosted by Public Advice International Foundation
in collaboration with the Vitamin D Workshop and the Standing Committee of European Doctors (CPME)*

- PRELIMINARY PROGRAMME* -

*Concert Hall ("Concertgebouw"), Bruges, Belgium
6th October 2009*

*[13:15 Sandwich lunch offered for Vitamin D Workshop-participants registered at afternoon-seminar**]*

- 14:00 Introductory remarks
Dr. Werner Christie, Member of the Board of the Public Advice International Foundation and former Minister of Health for Norway
- 14:10 Introduction CPME & the idea of a policy paper
Lisette Tiddens-Engwirda, Secretary General, Standing Committee of European Doctors (CPME)
- 14:25 United States developments (new DRIs 2010)
Prof. Dr. Christopher Gallagher, Creighton University Medical Center, Nebraska
- 14:35 Report on Nutrition Roundtable Discussion
Prof. Dr. Anthony W. Norman, University of California, Riverside
- 14:45 Overview of content input for policy paper
Prof. Dr. Roger Bouillon, Catholic University of Leuven, Belgium
Prof. Dr. Paul Lips, VU University Medical Centre Amsterdam, The Netherlands
- 15:00 Discussion – audience reaction (5-10min each)
Patient organisation (Prof. Moira O'Brien, President of the Irish Osteoporosis Society)
Politician (Dr. Angelika Niebler MEP, Head of European Parliament Osteoporosis Group)
Doctor (Dr. Helga Rhein, GP, Edinburgh, Scotland)
Government (Luc Vuylsteke de Laps, Advisor on Preventive Healthcare to the Flemish Minister of Public Health)
Media (Dr. Oliver Gillie, former Medical Editor of The Sunday Times)
Industry (Dr. Laura Fernández Celemín, Scientific Affairs Manager, European Food Information Council – EUFIC)
- 15:40 Questions and comments from the audience
- 16 :00 Close of meeting - **Dr. Werner Christie**

** All speakers have been invited and a final programme will be sent after registration.*

*** REGISTRATION : Registration is free. Please send an email to NinaBuettgen@pa-international.org
before 30 September 2009.*