Food and Drug Law Journal 2017 Symposium: FDA and Health Behavior Regulation

October 20, 2017
Jones Day
300 New Jersey Ave, NW | Washington, DC

8:45 AM	**Registration and Continental Breakfast**
9:15 AM	**Welcome and Announcements** **Judy Rein**, Director of Publications and Editor in Chief, FDLI **Laurie Lenkel**, Director, FDA Office of the Ombudsman and Chair, *Food and Drug Law Journal* Editorial Advisory Board
9:25–10:35 AM	**Medical Products I: Exploring the Public Health Implications of Off-Label Communications**
	Author: **Jeffrey Chasnow**, SVP & Associate General Counsel, Pfizer **Discussants:** **Allison Zieve,** Director, Public Citizen Litigation Group, and Immediate Past Chair, FDLI Board of Directors **Kellie B. Combs**, Partner, Ropes & Gray LLP **Moderator:** **Amy Comstock Rick**, President & CEO, FDLI
10:35–10:45 AM	**Networking and Coffee Break**
10:45 AM–12:00 PM	**Medical Products II: FDA and Opioid Use**
	Author: **Patricia Zettler**, Associate Professor, Georgia State University College of Law **Discussants:** **Frederick (Rick) R. Ball**, Partner, Duane Morris LLP, and Member, FDLI Board of Directors **John A. Gilbert, Jr.** Director, Hyman, Phelps & McNamara, PC **Moderator:** **Jodi Schipper**, Regulatory Counsel, Office of Compliance, Center for Drug Evaluation and Research (CDER), FDA

12:00–1:30 PM	**Luncheon Keynote** **Peter Barton Hutt**, Harvard Law School and Senior Counsel, Covington & Burling LLP **Introduced by Joseph A. Page**, Professor Emeritus, Georgetown University Law Center, and Faculty Advisor*, Food and Drug Law Journal*
1:30–2:45 PM	**Food Labeling and Consumer Perceptions** **Authors:** **Michael T. Roberts**, Executive Director, Resnick Program for Food Law and Policy, UCLA Law **Efthimios Parasidis**, Associate Professor of Law and Public Health, Moritz College of Law, Ohio State University **Discussant:** **Steve Armstrong**, EAS Consulting Group, and Member, FDLI Board of Directors **Moderator:** **Deepti Kulkarni**, Attorney, Sidley Austin LLP
2:45–3:00 PM	**Networking and Coffee Break**
3:00–4:30 PM	**Tobacco Products: Should FDA Try to Move Smokers to E-Cigarettes or Other Less-Harmful Tobacco-Nicotine Products and, if so, How?** **Moderator/Convener:** **Eric Lindblom,** Director, Tobacco Control and Food & Drug Law, O'Neill Institute for Global and National Health Law, Georgetown University **Respondents:** **Jeffrey Weiss**, General Counsel & Senior Vice President of Government Affairs, NJOY LLC **Kenneth E. Warner**, University Professor of Public Health, Professor, Health Management & Policy, School of Public Health, University of Michigan **Matthew L. Myers**, President, Campaign for Tobacco-Free Kids **Valerie Briggs Solomon**, Managing Counsel, R & D Regulatory, RAI Services Company
4:30-5:30 PM	**Reception**