

From: Rhona Applebaum
To: Peter Katzmarzyk; mxp4@cdc.gov
Cc: Timothy Church
Subject: Re: ISCOLE news: Confidential
Date: Wednesday, April 04, 2012 10:41:22 AM

Got to love it.

An analogy--They're drowning, we throw them a line and they refuse to take it. Their view-- to hell with their public's health as long as we remain true to our bias and POV.

So if good scientists take \$\$\$ from Coke--what?--they're corrupted? Despite the fact they're advancing public good?

As you can see my opinion of such folks is pretty low because of how selfish it is. Like divorcees who don't accept child support because they hate their former spouse. Wake-up--it's not about you--it's for your kids

As you can see--you hit a nerve

R

----- Original Message -----

From: Peter Katzmarzyk [<mailto:Peter.Katzmarzyk@pbrc.edu>]
Sent: Wednesday, April 04, 2012 11:13 AM
To: Pratt, Michael (CDC/ONDIEH/NCCDPHP) <mxp4@cdc.gov>
Cc: Peter.Katzmarzyk@pbrc.edu <Peter.Katzmarzyk@pbrc.edu>; Rhona Applebaum; Timothy.Church@pbrc.edu <Timothy.Church@pbrc.edu>
Subject: Re: ISCOLE news: Confidential

Thanks Mike, I agree on all fronts. We will definitely be doing an update and engaging the advisory committee very soon on a number of issues.

Just a footnote on Mexico, We definitely approached INSP about being a site, but they did not want to play ball because of who was sponsoring the study. It looks we still have some uphill work ahead of us on changing the landscape!

PK

Sent from my iPad

On Apr 4, 2012, at 8:38 AM, "Pratt, Michael (CDC/ONDIEH/NCCDPHP)" <mxp4@cdc.gov> wrote:

- > Yes, all good points. Especially if we are looking at ISCOLE as both a world class study and an opportunity for building capacity in LMIC.
- >
- > From the latter standpoint selection of the right institution, PI, and team are absolutely critical. As advisors we can assist here, especially if these issues continue to arise.
- >
- > Obviously, Mexico fell on this basis. However, it is possible to carry out world class multi-center trial quality research on PA and obesity in Mexico. My Emory PhD student (with support from TCCC) working with INSP has met or exceeded every data collection and management standard for the IPEN multi-center 13 country trial and we are now analyzing the data (~700 subjects with full survey, accelerometry, and GIS data). I point this out not just to toot our horn, but for future reference and guidance.
- >

> Happy to help in any way should these issues start to surface elsewhere.

>

> All the best,

>

> Mike

>

> ----- Original Message -----

> From: Peter Katzmarzyk [<mailto:Peter.Katzmarzyk@pbrc.edu>]

> Sent: Wednesday, April 04, 2012 09:04 AM

> To: Rhona Applebaum <rapplebaum@coca-cola.com>; Pratt, Michael (CDC/ONDIEH/NCCDPHP); Timothy Church <Timothy.Church@pbrc.edu>

> Subject: RE: ISCOLE news: Confidential

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> Yes, despite starting at the same time, they were a year behind the other sites in getting their required documents together, including the contract. We already had second year contracts for most countries, and still waiting on the first year contract from Mexico. I don't want to get into too many details, but they were putting the entire study in jeopardy, despite multiple attempts to help them from us, as well as the co-PI for Mexico, Ian Janssen. Ian was certainly on the same page with the decision as he had also reached the end of his rope with frustration. Development of research capacity is a major goal of ISCOLE, particularly in middle and low income countries, but given my (and Ian's) experience working with Mexico on CAMBIO for the last 5-6 years, we just can't seem to get any action going there. The only option remaining seemed to be to run the study site centrally from Pennington, and have data collectors in Mexico, but that defeats the research development focus, and as well it would require a significant investment in the Coordinating Center. This was a very difficult decision for us, one that we lost a lot of sleep over for weeks, but for the sake of ISCOLE we really had no choice. We have 12 sites to juggle and keep afloat, and Mexico was consuming all of our efforts.

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> PK

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> -----Original Message-----

> From: Rhona Applebaum [<mailto:rapplebaum@coca-cola.com>]

> Sent: Wednesday, April 04, 2012 7:55 AM

> To: mxp4@cdc.gov; Peter Katzmarzyk; Timothy Church

> Subject: Re: ISCOLE news: Confidential

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> Mike--from what was explained to me and during the BtD Symposium--They don't appear to understand the importance of routine and discipline as it relates to the data. It's not a "manana" exercise--it's a 'today' requirement

>

> They didn't seem to get it despite outreach from the PI's

>

> R

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> ----- Original Message -----

> From: Pratt, Michael (CDC/ONDIEH/NCCDPHP) [<mailto:mxp4@cdc.gov>]

> Sent: Wednesday, April 04, 2012 08:50 AM

> To: 'Peter.Katzmarzyk@pbrc.edu' <Peter.Katzmarzyk@pbrc.edu>;

> 'Timothy.Church@pbrc.edu' <Timothy.Church@pbrc.edu>; Rhona Applebaum

> Subject: ISCOLE news: Confidential

>

> Hi Peter, Tim, and Rhona,
> I learned through the grapevine that Mexico is being dropped from
> ISCOLE. Given the importance of Mexico related to childhood obesity this
> is of concern. I understand at least some of the issues at play here and
> believe that there may be solutions. I am also concerned that you may
> face a similar situation in Brazil. I am happy to discuss in my role as
> an advisor to ISCOLE.

> All the best,

> Mike

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