



Center for Health Decision Science • Harvard School of Public Health

Please join us for a Health Decision Science Seminar at

12:00 p.m. on Tuesday, December 2

2nd Floor Conference Room, 718 Huntington Ave

Daniel Herrera

PhD Candidate Toulouse School of Economics, U of Toulouse

*Folic acid advisory campaign in
France: Did it fail?*



Daniel Herrera analyzes consumers' response to the French advisory policy on folic acid, warning pregnant women or women who plan to become pregnant about the perils of a poor diet and the bad health consequences to their offspring, including the peril of neural tube defects (NTDs) resulting from a deficiency of folic acid. He investigates consumers' responses in terms of their: (1) folic acid availability from food; (2) demand for fortified ready-to-eat breakfast cereals, using a difference in difference (DiD) approach.

Pizza will be served. Please RSVP to cbell@hsph.harvard.edu



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