

Food Literacy: How Do Communications and Marketing Impact Consumer Knowledge, Skills, and Behavior?

A Workshop
of the Institute of Medicine's Food Forum

September 3-4, 2015
The National Academies of Sciences Building, Lecture Room
2101 Constitution Avenue, NW, Washington, DC

DAY 1, September 3

9:00 AM

Welcome & Opening Remarks

Sylvia Rowe, Food Forum Chair, SR Strategy, LLC, Washington, DC

Sarah Roller, Planning Committee Chair and Food Forum Member, Kelley Drye, Washington, DC

9:05 AM

SESSION 1: Food Literacy and the Role of Communications Relating to Food Safety, Nutrition, and Other Health Matters

Session Goal: To describe the current state of the science concerning the role that consumer education, health communications and marketing, commercial brand marketing, health literacy, and other forms of communication play in affecting consumer knowledge and behavior with respect to food safety, nutrition, and other health matters.

Session Moderator: Sarah Roller

Food Literacy as a Path to Food Well-being

Sonya Grier, American University

A Health Literacy Perspective on Consumers' Food Education, Skills, and Behavior

Cynthia Baur, Centers for Disease Control and Prevention

10:00 AM

DISCUSSION

10:30 AM

BREAK

11:00 AM

SESSION 2: Food Literacy and Communications Conveying Scientific Information Concerning Food Safety, Nutrition, or Other Health Matters—Opportunities and Challenges

Session Goal: To explore how scientific information is communicated, including the credibility of source and of the communicator, the clarity and usability of information, misconceptions/misinformation, and the role of policy.

Session Moderators: Fergus Clydesdale, Planning Committee Member, University of Massachusetts Amherst and Sylvia Rowe

Believing Science-Free Stuff: Nutrition Perceptions and the Role of Popular Culture

Timothy Caulfield, University of Alberta

Translation of Scientific Research to Popular Thought

William Hallman, Rutgers University

Credibility of Communicators: Who Do Consumers Trust?

Sally Squires, Powell Tate, Washington, DC

Food Communications: It's Greek to Me!

Carol Byrd-Bredbenner, Rutgers University

How Nutrition Information is Presented and Processed by Consumers

Craig Andrews, Marquette University

Scot Burton, University of Arkansas

Activating Consumers on the Path-to-Purchase: The Role of Big Data & Digital Marketing

Jeff Chester, Center for Digital Democracy

How Policies Can Promote Healthy Food Environments and Food Literacy to Benefit Population Health

Vivica Kraak, Virginia Tech

Role of Policy: Why Do We Base Policy on How We Feel and Not on Science?

Joseph Levitt, Hogan Lovells (formerly of the Center for Food Safety and Applied Nutrition [CFSAN]/FDA), Washington, DC

(LUNCH at ~12:00)

(AFTERNOON BREAK at ~3:00)

5:00 PM Feedback on the Day from a Media Perspective, With Discussion

David Freedman, The Atlantic

5:30 PM ADJOURN

DAY 2, September 4

8:30 AM Review of Day 1

Sarah Roller

8:40 AM SESSION 3: Promoting Food Literacy: Communication Tools and Strategies

Session Goal: To explore the current state of the science concerning how food literacy can be strengthened through communications tools and strategies.

Session Moderator: Wendy Johnson-Askew, Planning Committee Member, Nestle Nutrition

Memorable and Actionable Health Guidelines

Rebecca Ratner, University of Maryland

Marketing to Expand the Practice of Behaviors Associated with Food Literacy

R. Craig Lefebvre, RTI International

The Social Norms Approach: Changing Behavior through a Paradigm Shift

Jennifer Bauerle, University of Virginia

Values and Vittles: Applying Commercial Marketing Practices to Food Literacy

Tom Nagle, Statler Nagle LLC

Using Participatory Design to Improve Large-Scale Food Literacy

Linda Neuhauser, University of California, Berkeley

11:00 AM CLOSING SESSION

Moderators: Sarah Roller and Kristen Harrison, Planning Committee Member, University of Michigan

12:00 PM ADJOURN

The Food Forum convenes scientists, administrators, and policymakers from academia, government, industry, and public sectors on an ongoing basis to discuss problems and issues related to food, food safety, and regulation and to identify possible approaches for addressing those problems and issues. The Forum provides a rapid way to identify areas of concordance among these diverse interest groups. It does not make recommendations, nor does it offer specific advice. It does compile information, develop options, and bring interested parties together.

The National Academies (NAS) Food and Nutrition Board (FNB) established the Food Forum in 1993 to allow selected science and technology leaders in the food industry, top administrators in the federal government, representatives from consumer interest groups, and academicians to periodically discuss and debate food and food related issues openly and in a neutral setting. The Forum provides a mechanism for these diverse groups to identify possible approaches for addressing food and food safety problems and issues surrounding the often complex interactions among industry, academia, regulatory agencies, and consumers.

About the IOM: The Institute of Medicine (IOM) is a division of the National Academies of Sciences, Engineering, and Medicine. The Academies are private, nonprofit institutions that provide independent, objective analysis and advice to the nation to solve complex problems and inform public policy decisions related to science, technology, and medicine. The Academies operate under an 1863 congressional charter to the National Academy of Sciences, signed by President Lincoln.

See more at: <http://iom.nationalacademies.org/Activities/Nutrition/FoodForum>

BIOSKETCHES

Workshop Planning Committee

Sarah Roller, J.D., R.D., M.P.H. (Chair), is a partner at Kelley Drye & Warren, LLP and chair of the Food and Drug Law practice. She focuses her practice on the representation of U.S. and global companies and industry trade organizations engaged in the development, manufacture, import, export, distribution, and marketing of foods, beverages, dietary supplements, functional foods, nutraceuticals, medical foods, cosmetics, medicines, and other personal health care and wellness products domestically and abroad. Ms. Roller assists companies in the development of legal risk management strategies and compliance programs designed to minimize risk at the outset and avoid the costly setbacks associated with regulatory enforcement. In addition to ensuring that product formulations and ingredients meet Food and Drug Administration, U.S. Department of Agriculture, and other applicable safety requirements, Ms. Roller leverages her multidisciplinary background in law, human nutrition, food science, and public health to ensure that product benefit claims disseminated through labeling, print, and Web advertising, social marketing, and other promotions are adequately substantiated by scientific evidence. Ms. Roller also has experience representing clients in complex legal, policy, and enforcement matters before federal and state agencies, providing integrated counseling services spanning the legal, regulatory, and legislative arenas. In addition, Ms. Roller serves on medical, scientific, and regulatory advisory boards providing strategic counsel to companies and trade organizations with respect to the development of new products and marketing initiatives. She is a member of the Institute of Medicine Food Forum. Ms. Roller received her J.D. from George Washington University Law School, her M.P.H. from the University of Minnesota, and her B.S. from the University of Wisconsin-Madison.

Fergus M. Clydesdale, Ph.D., is currently Distinguished University Professor, Department of Food Science, University of Massachusetts Amherst, and director of the University of Massachusetts Food Science Policy Alliance. From 1988 to 2008 he was head of the Department of Food Science, which when he stepped down, was ranked the top department in the university in student satisfaction and recently ranked the top department in the country by the National Research Council, National Academies. He is a fellow of five premier societies in the field of food science and nutrition, editor of *Critical Reviews in Food Science and Nutrition*, and has published some 375 scientific articles and coauthored or edited 20 books. He has held professorships and has given invited presentations around the globe as well as being an invited speaker in the Distinctive Voices series of the National Academies of Sciences, Engineering, and Medicine at the Jonsson Center. Dr. Clydesdale also has served on/or chaired numerous committees of Institute of Food Technologists (IFT), the U.S. Food and Drug Administration, International Life Sciences Institute (ILSI), International Food Information Council (IFIC) and the National Academies of Science, Engineering, and Medicine as well as serving on the IFIC Foundation Board of Trustees, the Food and Nutrition Board of the Institute of Medicine, the Dietary Guidelines 2005 Scientific Advisory Committee and the Board of Trustees of the ILSI, North America. He is the recipient of a number of awards, including IFT's highest honor, the Nicolas Appert Award, the University of Massachusetts Amherst Distinguished Teacher Award, the Distinguished Faculty Award from the University of Massachusetts Alumni Association, and was named the Sterling B. Hendricks Memorial Lecturer by the Agriculture Research Service, U.S. Department of Agriculture for 2008. The University of Massachusetts Amherst has established the Fergus M. Clydesdale Professorship (2014) and dedicated the Fergus M. Clydesdale Center for Foods for Health and Wellness in 2011, in his honor.

Sonya Grier, Ph.D., M.B.A., is associate professor at the Kogod School of Business at American University where she conducts interdisciplinary research on topics related to target marketing, race in the marketplace, the social impact of commercial marketing, and social marketing. Dr. Grier's current research investigates the relationship between marketing activities, and consumer health, with a focus on obesity. She has published her research in leading marketing, psychology health, and health policy journals. Dr. Grier has policy experience based on two years at the Federal Trade Commission, and also has practical industry experience in Market Research, Brand Management, and Marketing consulting. She is currently the director of food marketing research for the African American Obesity Research

Collaborative Network. Dr. Grier also serves on the editorial board for the Journal of Public Policy and Marketing, and is a member of the Institute of Medicine Food Forum. She previously served as a member of the Board of Scientific Counselors for the Centers for Disease Control and Prevention National Center for Health Marketing, and on the Advisory Boards for Transformative Consumer Research, the Villanova Center for Marketing and Public Policy, and the Ph.D. Project. Dr. Grier received her Ph.D. in marketing, with a minor in social psychology, from Northwestern University and also has an M.B.A. from Northwestern University, with an emphasis on marketing, non-profit management and international business.

Linda Harris, Ph.D., is the lead of the health communication and eHealth Team in the Office of Disease Prevention and Health Promotion, Office of the Secretary, U.S. Department of Health and Human Services (HHS). In this capacity she runs the National Health Information Center and oversees the management of healthfinder.gov, healthypeople.gov, and Health.gov. She is the co-chair of the HHS Working Group on Health Literacy and on the Advisory Committee to Healthcare.gov. Prior to this position Dr. Harris designed, implemented, and disseminated health information and communication technology research at the National Cancer Institute. Prior to her government service Dr. Harris was the director of marketing and corporate communications at Concept Five Technologies, a systems integration and software development company and director of family health programs at the National Business Group on Health. With over 25 years of experience designing and managing information technology/communication research and development projects in public health and in the private health care sector, Dr. Harris has a strong understanding of communication systems and extensive experience developing and evaluating information systems for consumers and health professionals. Dr. Harris is the editor of *Health and the New Media: Technologies Transforming Personal and Public Health*. She has a Ph.D. in communication, a post-doctorate in sociology, and a Service Fellowship in the U.S. Public Health Service.

Kristen Harrison, Ph.D., is a professor of communication studies and head of the media psychology program at the Research Center for Group Dynamics at the Institute of Social Research at the University of Michigan. Dr. Harrison has been studying mass media effects on children since 1992. Her research focuses on health outcomes of child media exposure, primarily media and marketing effects on the spectrum of weight disorders, from disordered eating to obesity. Dr. Harrison was co-founder of the STRONG Kids Program, a transdisciplinary research initiative engaged with media, marketing, and family predictors of early childhood obesity within the home, community, and cultural contexts. She helped secure funding for the Illinois Transdisciplinary Obesity Prevention Program at the University of Illinois, where she held an affiliation with the Division of Nutritional Sciences. Dr. Harrison's work has received funding from the William T. Grant Foundation, the Illinois Department of Human Services, the Illinois Council for Food and Agriculture Research, and the United States Department of Agriculture. She received her Ph.D. in communication arts (major) and psychology (minor) from the University of Wisconsin-Madison.

Wendy Johnson-Askew, Ph.D., M.P.H., is vice president of corporate affairs at Nestle Healthcare Nutrition, Inc., the immediate past chair of the food and nutrition section of the American Public Health Association, and recognized public health researcher. Dr. Johnson-Askew is known for her focus on diverse communities and ensuring moms and parents have the information and resources they need to give their child a great start. She sits on the program board for Let's Move Newark – a program that works with families and community partners to bring awareness to and prevent childhood obesity. Let's Move Newark is part of First Lady Michelle Obama's Let's Move! the campaign aimed at reducing national childhood obesity. She received her Ph.D., M.P.H., and B.A. from the University of North Carolina-Chapel Hill.

Jason Riis, Ph.D., M.A., is a lecturer in marketing at The Wharton School University of Pennsylvania. Previously, he was an assistant professor of business administration at Harvard Business School, a visiting assistant professor of marketing at the Leonard N. Stern School of Business at New York University. He conducts field experiments, surveys, and lab

studies using the methods and theories of psychology and behavioral economics to study consumer health—at the intersection of consumer marketing and healthcare. At the consumer marketing side, Dr. Riis is examining the ways that food retailers and manufacturers can grow their businesses while making it easier for consumers to eat better. On the health care side, he is examining ways that health care payers and providers can better engage employees and patients in healthy behaviors. Dr. Riis received an M.A. in Human Development and Applied Psychology from the University of Toronto and a Ph.D. in Psychology from the University of Michigan.

Speakers and Moderators

Session 1

Food Literacy and the Role of Communications Relating to Food Safety, Nutrition, and Other Matters

Sonya Grier (see Workshop Planning Committee biosketches)

Cynthia Baur, Ph.D., is the senior advisor for health literacy and the senior official for the Plain Writing Act, Office of the Associate Director for Communication, Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services (HHS). Dr. Baur chairs the CDC Health Literacy Council and manages the agency's health literacy website and blog. Also, she was one of the developers of CDC's Clear Communication Index and CDC's online health literacy training courses for health professionals. Dr. Baur is a co-chair of the HHS Health Literacy Workgroup and co-chair of the Healthy People 2020 Health Communication and Health Information Technology Workgroup. She is the lead editor of the National Action Plan to Improve Health Literacy. Dr. Baur was the HHS liaison to the U.S. Department of Education to develop the first-ever health literacy component of the 2003 National Assessment of Adult Literacy. From 2006-2010, she was the director, Division of Health Communication and Marketing, National Center for Health Marketing, CDC. In 2015, Dr. Baur received the Health Literacy Hero Award from the Institute for Healthcare Advancement. The award recognizes her for championing health literacy and advocating for its inclusion in the national healthcare dialog. In 2013, Dr. Baur received the Cecilia and Leonard Doak Health Literacy Champion Award from Health Literacy Missouri. In 2013, the American Medical Writers Association awarded Dr. Baur the McGovern Award in recognition of her leadership in the areas of health communication, health literacy, and risk communication. Dr. Baur holds a Ph.D. in communication from the University of California, San Diego.

Session 2

Food Literacy and Communications Conveying Scientific Information Concerning Food Safety, Nutrition, or Other Health Matters—Opportunities and Challenges

Fergus Clydesdale (see Workshop Planning Committee biosketches)

Sylvia Rowe, M.A., is currently president of SR Strategy which addresses the science to communications to policy continuum on a broad range of global health, nutrition, food safety and risk issues. Ms. Rowe is also an adjunct professor at the University of Massachusetts Amherst and Tufts Friedman School of Nutrition Science and Policy. Previously, Ms. Rowe served as president and chief executive officer of the International Food Information Council (IFIC) and IFIC Foundation. During her eleven-year tenure, IFIC established itself as a leader in consumer research and consumer-based communications in nutrition, food safety, and health. Ms. Rowe has served on several Boards and Advisory Committee including being a member of the of the National Academy of Medicine (NAM) Obesity Roundtable.

Ms. Rowe is also a member of the International Women's Leadership Forum and the National Press Club among other professional groups. Ms. Rowe's background in media and expertise in issues management are reflected in her professional history as a producer and on-air host of several television and radio talk shows covering social, political, and economic and consumer issues. She also previously held positions in public relations, marketing, and membership development for several diverse associations. Ms. Rowe received a bachelor's degree from Wellesley College and a master's degree from Harvard University.

Timothy Caulfield, B.Sc., LL.B., LL.M., is a Canada research chair in Health Law and Policy and a professor in the faculty of law and the School of Public Health at the University of Alberta. He has been the research director of the Health Law Institute at the University of Alberta since 1993. Over the past several years he has been involved in a variety of interdisciplinary research endeavors that have allowed him to publish over 300 articles and book chapters. He is a Fellow of the Trudeau Foundation and the principal investigator for a number of large interdisciplinary projects that explore the ethical, legal, and health policy issues associated with a range of topics, including stem cell research, genetics, patient safety, the prevention of chronic disease, obesity policy, the commercialization of research, complementary and alternative medicine, and access to health care. Professor Caulfield is and has been involved with a number of national and international policy and research ethics committees, including: Canadian Biotechnology Advisory Committee; Genome Canada's Science Advisory Committee; the Ethics and Public Policy Committee for International Society for Stem Cell Research; and the Federal Panel on Research Ethics. He has won numerous academic awards and is a fellow of the Royal Society of Canada and the Canadian Academy of Health Sciences. He writes frequently for the popular press on a range of health and science policy issues and is the author of *The Cure for Everything: Untangling the Twisted Messages about Health, Fitness and Happiness* (Penguin 2012/Beacon Press 2012) and *Celebrities Are Wrong About (Almost) Everything: How the Famous Sell us Elixirs of Health, Beauty & Happiness* (Penguin Canada, 2015/Beacon Press 2015). He received his B.Sc. and LL.B. from the University of Alberta and his LL.M. from Dalhousie University.

William K. Hallman, Ph.D., is professor and chair of the Department of Human Ecology and former director of the Food Policy Institute at Rutgers, The State University of New Jersey. Dr. Hallman's current research projects include studies of consumer perceptions of agricultural biotechnology and labeling of genetically modified foods, public acceptance of food nanotechnology, American's understanding of health claims made for food products, consumer responses to food recalls, and the food safety risks associated with fresh meat, poultry, game, and seafood products purchased online. He has served as a member of several National Research Council committees focused on food safety and currently serves as the Chair of the Risk Communication Advisory Committee of the U.S. Food and Drug Administration. He is a member of the graduate faculties of psychology, nutritional sciences, and planning, and public policy at Rutgers. Dr. Hallman is an expert in risk perception and risk communication, has written extensively on the issues of food safety, food security, and public perceptions of controversial issues concerning food, technology, health, and the environment. Dr. Hallman earned his PhD. in experimental psychology from the University of South Carolina.

Sally Squires, M.S., is a senior vice president-management supervisor at Powell Tate, the Washington, DC office of Weber Shandwick. She also leads the Food, Nutrition and Wellness practice there. She works with a wide range of government, non-profit, academic, trade association and corporate clients on a broad array of nutrition, food and public health issues. Ms. Squires is a former, award-winning Washington Post health writer and nationally syndicated columnist as well as an author and documentary filmmaker. She is a member of many professional groups, including the National Association of Science Writers and the Academy of Nutrition and Dietetics. She serves on the advisory board of the Krasnow Institute at George Mason University and is a former adjunct professor at American University and the Tufts Friedman School of Nutrition Science and Policy. She holds two master's degrees in nutrition and in journalism, both from Columbia University.

Carol Byrd-Bredbenner, Ph.D., R.D., F.A.N.D., is a professor of nutrition and extension specialist in the Nutritional Sciences Department at Rutgers, The State University of New Jersey. Dr. Byrd-Bredbenner's research focuses on elucidating the role of cognitive and environmental factors on nutrition behaviors and health outcomes and developing recommendations for nutrition communications and health promotion interventions. She has authored numerous books, computer software packages, and theory-driven, behaviorally focused nutrition curricula. She has published over 200 articles and presented over 200 research papers. Currently, Dr. Byrd-Bredbenner is leading the innovative obesity prevention program Home Styles that motivates parents of preschool children to make quick, easy, no-cost changes in their home environment and lifestyle practices. Her research has been funded by the U.S. Department of Agriculture, U.S. Department of Health and Human Services, National Food Safety Initiative, and New Jersey Department of Health & Senior Services. Dr. Byrd-Bredbenner serves on the National Institutes of Health, National Institute of Allergies and Infectious Disease Expert Panel for the development of Guidelines for the Diagnosis and Management of Food Allergy. She has received teaching awards from the American Dietetic Association, Society for Nutrition Education, and U.S. Department of Agriculture. Dr. Byrd-Bredbenner also was a fellow of the United Nations, World Health Organization at the WHO Collaborating Center for Nutrition Education, University of Athens, Greece. She completed her undergraduate work at Florida State University and received her doctorate from Pennsylvania State University.

J. Craig Andrews, Ph.D., is a professor and Charles H. Kellstadt Chair in Marketing, Marquette University. His research focuses on advertising and public health issues. Dr. Andrews recently served at the Food and Drug Administration (FDA) in Washington, DC as a social scientist (Center for Tobacco Products) and as a senior scholar (Center for Food Safety and Applied Nutrition), and previously as a member of the FDA's Risk Communication Advisory Committee. He has served on the National Youth Anti-Drug Media Campaign, as editor of the Journal of Public Policy & Marketing, and as a consumer research specialist in the FTC's Division of Advertising Practices, earning the FTC's Award for Meritorious Service. Dr. Andrews' work has appeared in the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Public Policy & Marketing, Journal of Advertising, Journal of International Business Studies, Journal of Retailing, and the American Journal of Public Health, among others. He has received multiple best article and reviewer awards from the Journal of Public Policy & Marketing. He is the co-author (with Terence Shimp) of Advertising, Promotion, and other aspects of Integrated Marketing Communications (2013), 9th ed., Mason, OH: Cengage Learning. Dr. Andrews received his Ph.D. and M.B.A. from the University of South Carolina.

Scot Burton, Ph.D., is Distinguished Professor and Tyson Chair in Food and Consumer Products Retailing, department of marketing, Sam M. Walton College of Business, University of Arkansas. Dr. Burton's current research interests include consumer health and welfare, effects of disclosures and warning information on consumer attitudes and choices, and public policy concerns. He has published more than 100 articles in journals in marketing, psychology and health, including the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Public Policy & Marketing, MIS Quarterly, Journal of Business Ethics, Journal of Applied Psychology, Organizational Behavior and Human Decision Processes, Social Psychology Quarterly, American Journal of Public Health, American Journal of Health Promotion, Journal of Retailing, Public Opinion Quarterly, and others. He has received outstanding article awards from the Journal of Public Policy & Marketing, Journal of Advertising, and Journal of Consumer Affairs. Findings from his research have received substantial interest from the media and have been discussed in diverse business outlets including the Wall Street Journal, (Bloomberg) Business Week, US News & World Report, NPR, MSN, Yahoo, and scores of other health and business journals. He serves as a Special External Consultant to the U.S. Food and Drug Administration Risk Communication Advisory Committee. Dr. Burton, received his Ph.D. from the University of Houston in marketing.

Jeff Chester, M.S.W., is executive director of the Center for Digital Democracy (CDD), a Washington, DC, nonprofit. For more than two decades, he has tracked, analyzed, and addressed the turbulent and cutting-edge developments in online media and their impact on the health and well-being of children, youth, and at-risk consumers. He has written and co-

authored a series of reports and journal articles examining the transformation of food and beverage marketing to young people, including the growing role of sophisticated, “Big Data”-driven practices that can now target individuals anywhere and anytime. A former investigative reporter and filmmaker, Mr. Chester helped direct the successful campaign during the 1980’s to establish the Independent Television Service (ITVS) for public TV. In the 1990’s, he co-founded the Center for Media Education, spearheading an effort that led to the passage of the 1998 Children’s Online Privacy Protection Act (COPPA) and FCC rules requiring children’s educational programming for broadcast television. Mr. Chester launched CDD in 2001 with the help of a “Public Interest Pioneer” grant from the Stern Family Fund. His book—*Digital Destiny: New Media and the Future of Democracy* (The New Press, 2007)—was hailed by journalist Bill Moyers as one of the most insightful examinations of the changes roiling the U.S. media environment. Mr. Chester’s work at CDD has spurred a series of decisions by the Federal Trade Commission to protect the public, especially children, in the digital arena. He is currently co-investigator on a number of initiatives designed to empower the public in the new “connected” health, financial, and retail sectors.

Vivica I. Kraak, Ph.D., R.D., is an Assistant Professor of Food and Nutrition Policy in the Department of Human Nutrition, Foods and Exercise at Virginia Tech in Blacksburg, Virginia. She has more than 25 years of professional experience combined from academia and non-governmental organizations. Dr. Kraak has co-authored more than 40 publications about population-based approaches to promote healthy lifestyles and prevent obesity and non-communicable diseases; enhancing government and corporate accountability for healthy food environments; improving the food industry’s marketing practices to promote a healthy diet and achieve health-promotion targets for children and adolescents; and making translational research relevant to policymakers and decision-makers in different contexts. From 2010 to September 2013, she worked as a Research Fellow at Deakin University’s World Health Collaborating Centre for Obesity Prevention in Melbourne, Victoria, Australia. From 2007 to 2010, she was the Nutrition and Physical Activity Advisor for Save the Children’s U.S. after-school obesity prevention program serving rural children in 12 states. From 2002 to 2006, she staffed several expert consensus committees convened by the Food and Nutrition Board, Institute of Medicine at The National Academies in Washington, DC. From 1994 to 2000, she worked as a Research Nutritionist in the Division of Nutritional Sciences at Cornell University, where she coordinated several domestic and international food policy and community nutrition research projects. Dr. Kraak is a member of the Academy of Nutrition and Dietetics, American Public Health Association, American Society for Nutrition, The UK Nutrition Society, and the World Obesity Federation’s Policy and Prevention Scientific and Technical Advisory Network. She earned a PhD in population health from Deakin University in Melbourne, Victoria, Australia (2014); an MS degree in nutritional sciences from Case Western Reserve University in Cleveland, Ohio (1989); and a BS degree in nutritional sciences from Cornell University in Ithaca, New York (1986). She completed her dietetic internship at the University Hospitals of Cleveland from 1987-1989.

Joseph Levitt, J.D., is a partner at Hogan Lovells US LLP, in Washington, DC. Mr. Levitt is a 25-year veteran of the U.S. Food and Drug Administration (FDA); he served as director of FDA’s Center for Food Safety and Applied Nutrition (CFSAN) for six years. Mr. Levitt counsels numerous food companies and trade associations in food safety, labeling, and compliance matters and how to work effectively with the FDA. He is a recognized expert in the Food Safety Modernization Act, including all phases of its development and implementation. While serving as CFSAN director, Mr. Levitt led successful efforts to modernize food safety regulation and enhance the security of the U.S. food supply. He also initiated a revitalization of FDA’s nutrition program. During his earlier FDA tenure, while in the Office of the Commissioner, Mr. Levitt helped streamline the new drug review process and launch the agency’s food labeling initiative. Additionally, he served as deputy director for regulations and policy at the FDA’s Center for Devices and Radiological Health. Mr. Levitt began his FDA career in the Office of Chief Counsel. He has received a Top Tier ranking from Chambers for Food and Beverage lawyers. While at FDA, Mr. Levitt received numerous honors and awards, including three Presidential Executive Rank Awards. More recently, he received the FDA Distinguished Alumni Award. Mr. Levitt received his bachelor’s degree, magna cum laude, from Cornell University and his J.D. degree, cum laude, from Boston University School of Law.

Bridging Session
Feedback on the Day from a Media Perspective, With Discussion

David H. Freedman, B.S. is a contributing editor at The Atlantic, a contributor to Scientific American, and a consulting editor for Harvard-affiliated Brigham & Women's Hospital. He is the author of five books, the most recent of which is *WRONG*, about the problems with the published findings of medical scientists and other experts. Much of his current work is related to the roles of policy, industry, and journalism in addressing obesity, nutrition, and health-related behavior change, as well as to the improvement of healthcare systems globally. He received a bachelor's degree in physics from Oberlin College.

Session 3
Promoting Food Literacy: Communication Tools and Strategies

Wendy Johnson-Askew (see Workshop Planning Committee biosketches)

Rebecca Ratner, Ph.D., is assistant dean for academic affairs - undergraduate programs and professor of marketing at the Robert H. Smith School of Business, University of Maryland. Prior to her position at the University of Maryland, she was an assistant professor and associate professor at the University of North Carolina at Chapel Hill. Dr. Ratner's research explores factors underlying suboptimal consumer decision making and focuses on variety seeking, motivation, and the influence of social norms. Her research has appeared in marketing, psychology, and decision-making journals, including *Journal of Consumer Research*, *Journal of Personality and Social Psychology*, *Journal of Experimental Psychology*, and *Organizational Behavior and Human Decision Processes*. Dr. Ratner has taught courses on marketing management, marketing research, and consumer behavior to M.B.A. students, undergraduate students, and executives. She currently serves as co-editor of *Journal of Marketing Research*. She received a Ph.D. in social psychology from Princeton University.

R. Craig Lefebvre, Ph.D., is lead change designer at RTI International and research professor at the University of South Florida. Dr. Lefebvre has been developing communication and marketing programs to address public health and social puzzles for over 25 years. Among the food and nutrition intervention programs he has designed and evaluated are the Pawtucket Heart Health Program—a National Institute of Health cardiovascular disease prevention research and demonstration project, National Cancer Institute's 5 A Day for Better Health program, U.S. Department of Agriculture's (USDA) Team Nutrition as well as projects for state health and The Special Supplemental Nutrition Program for Women, Infants, and Children and the Supplemental Nutrition Assistance Program agencies, U.S. Centers for Disease Control and Prevention and USDA, and several Ministries of Health. Dr. Lefebvre has over 100 publications in social marketing, social and mobile media, and public health. He is a recipient of the Phillip Kotler Social Marketing Distinguished Service Award and the William D. Novelli Award for Innovations in Social Marketing, is a founding director of the International Social Marketing Association, a senior fellow in the Society of New Communications Research and serves on the editorial boards of the *Social Marketing Quarterly*, the *Journal of Social Marketing* and the *Journal of Services Marketing*. He published *Social marketing and social change: Strategies and tools for improving health, well-being and the environment* (Jossey-Bass, 2013) and edited a six-volume series on *Social Marketing* (Sage Publications, 2013). He received his Ph.D. in clinical psychology from North Texas State University.

Jennifer Bauerle, Ph.D., is director of the National Social Norms Institute at the University of Virginia (UVA) and was an assistant professor in the School of Public Health from 2006 thru 2013. Previously Dr. Bauerle worked as the Social Norms Marketing Coordinator for the University of Virginia, focusing on behavior change for the undergraduate population at UVA. Dr. Bauerle has served on several Boards, including the University of Virginia Alcohol Advisory Board and the Most of US. She gives keynote presentations and workshops on Social Norms Marketing nationally and

internationally and is now working in the corporate wellness field, bringing about behavior change to large workforces. Dr. Bauerle received a master's degree and doctorate degree from the University of Virginia.

Tom Nagle is a long-time marketing leader and innovator whose firm focuses on developing programs that transform markets and drive positive business outcomes for industry groups. He has worked in market research firms and at advertising agencies and prior to starting Statler Nagle LLC was the head of marketing for the U.S. "Got Milk?" campaign. Statler Nagle consults with a broad array of industry groups from food to finance, energy, health care, recreation and other issues about cooperative and multi-stakeholder campaigns. Tom brings a wealth of knowledge in marketing management and strategy, leadership, multi-stakeholder governance and program measurement and evaluation.

Linda Neuhauser, Dr.P.H., M.P.H., is a clinical professor of Community Health and Human Development at the University of California, Berkeley (UC) School of Public Health. Dr. Neuhauser's research, teaching and practice are focused on translating research findings into improved programs and policies. Originally trained as a nutritionist, she incorporates issues about food and nutrition into large-scale programs about health and wellness that reach people in their social contexts. Her primary approach is to use highly participatory strategies to co-create, implement and evaluate health programs with the users who are intended to benefit from them. She is especially interested in adapting participatory design methods from engineering, computer science and other fields to improve public health initiatives. She also heads the UC Berkeley Health Research for Action center: that works with diverse groups to co-design, implement and evaluate health, social and environmental programs in the US and globally: <http://www.healthresearchforaction.org/>. Dr. Neuhauser is a frequent advisor to HHS about health communication and was a founding member of the FDA's Risk Communication Advisory Committee. Currently, she is developing a national parenting education initiative intended to reach millions of parents with health, nutrition and other information. She received both her Dr.P.H. and M.P.H from UC, Berkeley.

Concluding Session

Sarah Roller (see Workshop Planning Committee biosketches)

Kristen Harrison (see Workshop Planning Committee biosketches)

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