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2014-15 WEBINARS

OCTOBER 16TH 2014
PUBLIC HEALTH NUTRITION WITH COURTNEY PINARD, PHD
GRETCHEN SWANSON CENTER FOR NUTRITION

NOVEMBER 13TH 2014
FOOD AND NUTRITION EXTENSION EDUCATION WITH KAREN ENSEL, EDD, RDN, FAND, CFCS
RUTGERS UNIVERSITY

JANUARY 15TH 2014
HIGHER EDUCATION WITH ISOBEL CONTENTO, PHD, CDN
TEACHERS COLLEGE, COLUMBIA UNIVERSITY

FEBRUARY 5TH 2014
COMMUNICATIONS WITH BARBARA LOHSE, PHD, RD, LDN
PENNSYLVANIA STATE UNIVERSITY

Presented by the SNEB Student Committee
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THURSDAY
October 16th, 2014
12:00-12:30PM EST

PUBLIC HEALTH NUTRITION WITH

COURTNEY PINARD, PHD

FROM THE GRETCHEN SWANSON CENTER FOR NUTRITION

Presented by the SNEB Student Committee
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Public Health Nutrition

Courtney Pinard, PhD
Gretchen Swanson Center for Nutrition
SNEB Professional Development Series, 10/16/14
1. Introduction to GSCN & COPH
2. Research Perspective/Approach
3. Brief Background on Core Areas
4. Current projects overview
5. Career reflections
The Center is a Omaha based independent non-profit research organization providing research, evaluation and partnership in: childhood obesity prevention, food insecurity, and local food systems.

Website: www.centerfornutrition.org
Like us on Facebook: www.facebook.com/CenterforNutrition
Follow us on Twitter: http://twitter.com/#!/gretchenswanson
About GSCN & COPH

Separate non-profit nutrition research center
- Collaborate in Omaha
  (including UNMC and nationally)

Appointments in the College of Public Health
- Work with MPH and PhD student (mentoring and assistantships)
My Background

Bachelors in Health Science

Masters in Sport and Exercise Psychology

PhD in Behavioral Science

Research Scientist at GSCN

Pre-Med?

Fell in love with research

Obesity prevention

Post-doc independent
Theoretical Perspective

• Public health nutrition
  • How to have the biggest impact with the largest population?
    • Social Ecological Model
    • Health Impact Pyramid
  • How to disseminate science to reach people?
    • RE-AIM (*Reach, Efficacy, Adoption, Implementation, Maintenance*)
A Social Ecological Model for Food Systems

Macro-Level

Community and Organizational

Home/Family

Individual

Psychosocial
- food norms, preferences
- knowledge
- attitudes
- skills, supports
- income

Biological
- age
- gender
- genes
- race
- ethnicity

Household environment practices

Access to healthy and unhealthy foods in schools

Local health care services/coverage

Land use, zoning, business incentives

Point-of-purchase information, promotions in restaurants, convenience/grocery stores

Food Industry action (product, packaging, pricing)

Federal policies (dietary guidelines, food labeling, Farm Bill, No Child Left Behind, SNAP)

Gov't food assistance programs

Local public health programs, policies

Local health care services/coverage

Merchandise and public education campaigns

Access to healthy foods in communities (grocery stores, restaurants, farmers markets)

Food advertising and marketing

Promoting diet and nutrition at macro and community levels

Source: Orleans, 2007
Health Impact Pyramid

- **Smallest Impact**
  - Counseling & Education
  - Clinical Interventions
  - Long-lasting Protective Interventions
  - Changing the Context
    - To make individuals' default decisions healthy
  - Socioeconomic Factors

**Examples**
- Eat healthy, be physically active
- Rx for high blood pressure, high cholesterol, diabetes
- Immunizations, brief intervention, cessation treatment, colonoscopy
- Fluoridation, trans fat, smoke-free laws, tobacco tax
- Poverty, education, housing, inequality

Check the Tarrant County Public Health Web site to learn more.
http://health.tarrantcounty.com

Frieden, 2010
Glasgow, Vogt & Boles, 1999; Glasgow et al., 2001

Balancing act
Consider the “profile” of intervention across 5 dimensions

Public Health Impact Score
Background on Core Areas

- Food Insecurity
- Local Food Systems
- Childhood Obesity Prevention
Background on Core Areas

*Childhood Obesity Prevention*

Cardiovascular disease, diabetes, high cholesterol, some types of cancer, reproductive health issues

Mokdad et al., 2004
Background on Core Areas

Childhood Obesity Rates Over Time

- Childhood obesity rates are stabilizing, but still high (31.7%)
- Exceptions:
  - Boys (2-19 years) 14→18.6% (1999-2000→2009-2010)
  - Severe obesity 1.1→5.1% (boys); 1.3→4.7% (girls) (1976-1980→1999 – 2006)

Source: F as in Fat, 2013
Background on Core Areas
The Cost of the Obesity Epidemic

Life Expectancy
- Children of this generation not expected to outlive their parents
- Children diagnosed with conditions previously only seen in adults (e.g., type II diabetes)

Medical Consequences
- High blood pressure, Type II diabetes, Non-alcoholic fatty liver disease, etc.
- Medical costs associated with treatment of obesity related conditions = $48-66 billion/year

Psychological Consequences
- Low self-esteem
- Depression
- Bullying
- Body Image Complications

Daniels, 2006; Heffler et al., 2003; Lee, 2009; Moffat, 2010; Ogden et al., 2006; Wang et al., 2011
Background on Core Areas

Intersection of Obesity and Hunger

1 billion hungry
1 billion overweight

Food systems and dietary quality
Background on Core Areas

Food Security Definition (USDA)

• **Food security**—
  – Access by all people at all times to enough food for an active, healthy life
    • Quantity – Enough food
    • Quality - Nutritionally adequate
    • Suitability – Culturally acceptable and ‘safe’
    • Psychological – Meets personal, psychological needs
    • Social – Acquired in socially acceptable manner

• **Food insecurity**—
  – Limited or *uncertain* ability to acquire or consume an adequate quality or sufficient quantity of food in socially acceptable ways
Rates of Food Insecurity in 2013

- In 2013, 49.1 million people in food-insecure households.
- 6.8 million households with very low food security.
- 16.2 million children in food-insecure households in which children, along with adults, were food insecure.

Health Consequences of Food Insecurity

- Under-nutrition
- Developmental issues
- Cognitive issues
- Pregnancy complications
- Compromised psychosocial functioning
- Physical impairments
- Anxiety/Depression
- Poor academic or professional performance
Background on Core Areas

A Broken Food System

13 million more acres of farmland needed to meet US Dietary Guidelines recommendations for FVs

In 2004, US food supply provided 3,900 calories per person/day

Pesticides, antibiotics, greenhouse gas, human treatment of livestock, fair treatment of farm workers

In 2012, 14.5% Americans were food insecure and 35.7% adults were obese

10% of farmers receive 75% of subsidies

By 2030, medical costs associated with treating preventable obesity-related diseases estimated to be $66 billion per year

23.5 million people live in food deserts
A Broken Food System → Solutions

- Increasing the money spent on locally produced food
- Farm to School: Procurement - Education
- Support the local supply chain: distribution – food hub
- Promote equitable access: Limit food waste, location, price
- Farm subsidies and programs to support local food systems
- Support more small to mid-sized producers, younger producers
Types of Work

**Independent Research**
- Program Development and Implementation
- Needs Assessments and Feasibility Studies
- Material Development

**Evaluation**
- Initiatives designed by other organizations
- Qualitative and Quantitative Instrument Development
- Data Collection
- Reporting

**Consulting**
- Advisory groups
- Organizational Strategic Visioning

**Academic Affiliations**
- Teaching
- UNMC CoPH Advising and Graduate Committee Participation

---

**Childhood Obesity Prevention**

**Food Insecurity**

**Local Food Systems**
ONEC: Material Development

Children's Hospital and Medical Center, Preventing Childhood Obesity
Community Grant

**2013 Initiative: Omaha Nutrition Education Collaborative (ONEC)**
- Developed 4 instructional online videos with workbook to help ECE providers incorporate effective nutrition learning experiences for kids

**2014 Initiative: Expansion**
- Development of PA videos for ECE providers and parents
- Translate to Spanish (nutrition and PA)

Watch the videos at: [www.TeachKidsNutrition.org](http://www.TeachKidsNutrition.org)
HCSM: Qualitative and Toolkit Development

Robert Wood Johnson Foundation, Healthy Eating Research New Connections Grant

 здоровьесбережение магазинов угла

Healthy Corner Store Measurement

- Interviewed 30 store-owners in NE (15 rural/15 urban)
- Administered a NEMS-like tool
- Interviewed 15 content experts nationwide
- Literature review of corner store related research
- Created Toolkit of Measures for Practitioners working in Healthy Food Retail/Food Access
# Food Market Measures Toolkit: Assessment of Food Environment, Consumers, and Store-Owners

## The Toolkit

### Store and Food Environment

<table>
<thead>
<tr>
<th>Basic Information</th>
<th>Publications</th>
<th>Locations Tested In</th>
<th>Store Environment Constructs Assessed</th>
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<tbody>
<tr>
<td>Availability and Quality of Foods in Grocery Stores</td>
<td>125 (15)</td>
<td>Ch, OE</td>
<td>Quality, Store Environment (No. of Stores)</td>
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<tr>
<td>Baltimore Healthy Stress Project - Weekly Promoted Food Sales Record</td>
<td>28 (5)</td>
<td>Ch, OE</td>
<td>Quality, Store Environment (No. of Stores)</td>
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<td>Community Health Environment Scan Survey (CHNESS)</td>
<td>48 (4)</td>
<td>Ch, MC</td>
<td>Quality, Store Environment (No. of Stores)</td>
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<td>Corner Store Data Collection Form</td>
<td>60 (2)</td>
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<td>Quality, Store Environment (No. of Stores)</td>
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<tr>
<td>Cross-sectional survey of retail food environment concerning availability of foods that have been marketed to children through various media (internet, TV, etc.)</td>
<td>78</td>
<td>Griepentrog-Darst, M., Moss, E., &amp; Gortmaker, S.</td>
<td>Quality, Store Environment (No. of Stores)</td>
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<tr>
<td>Culturally Relevant Food Checklist</td>
<td>102</td>
<td>Griepentrog-Darst, M., Moss, E., &amp; Gortmaker, S.</td>
<td>Quality, Store Environment (No. of Stores)</td>
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<tr>
<td>CRES Tier 1 - NF 2-5 Food Availability &amp; Marketing Survey</td>
<td>34 (4)</td>
<td>Ch, OE</td>
<td>Quality, Store Environment (No. of Stores)</td>
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<td>FISMS Measures</td>
<td>56 (4)</td>
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<td>Food Environment Audit for Diverse Neighborhoods (FEAD-N)</td>
<td>222 (14)</td>
<td>Ch, OE</td>
<td>Quality, Store Environment (No. of Stores)</td>
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</table>

### Store Characteristics Legend:
- **R**: Number of cash registers
- **A**: Number of aisles
- **ST**: Store type
- **L**: Location, census tract
- **S**: Store size
- **P**: Parking
- **CB**: Customer base

### Store Environment Legend:
- **C**: Cleanliness
- **D**: Accessibility
- **K**: Displays

### Availability/Product Legend:
- **Fruits**: Fruits
- **Grains**: Grains
- **Vegetables**: Vegetables
- **Legumes**: Legumes
- **Dairy**: Dairy
- **Prepared Foods**: Prepared Foods
SNAP: Needs Assessment

ConAgra Foods Foundation

- Factors Associated with Participation in Food Assistance Programs
  - Interview of 34 stakeholders involved with SNAP promotion at the local level
  - Literature review of factors related to SNAP participation
  - Model of secondary data
Conclusion: Multiple significant factors predict SNAP participation at the national, state, community and household levels. Moreover barriers exist in the enrollment process. By improving application processing efficiency through collaboration between community outreach partners and state agencies may improve enrollment procedures, ameliorate recertification barriers and improve overall SNAP participation in the future.
Gretchen Swanson Center for Nutrition Foundation

- Developing and Implementing a healthy kids menu in a low-income, Hispanic area in Omaha and follow up.
- Parent-Child dyad interviews on healthy eating behavior
- Partnered with local Mexican restaurant
- Track sales data pre- and post-intervention
- Work with local chef to develop healthy kids menu
- Developed taste testing event
- Designed and implemented new menus

- Continued restaurant work funded by the Eisele Family Foundation
- County wide survey to assess nutrition interventions in restaurants
ConAgra Foods Foundation

Food System Assessment Phase I: Needs Assessment

- Administer over 1700 consumer surveys state wide
- Conduct consumer, producer, and stakeholder focus groups

Howard G. Buffet Foundation

Food System Assessment Phase II: Implementation

- Coordinate a Farm to Worksite program in the Omaha area to increase employees access to local produce
- 4 week pilot program, on-line ordering
- Consumer and producer surveys and intercept interviews
F2S: Community Coordination and Materials Development

CDC, Douglas County Health Department

Farm to School (2-Year CPPW)

- Worked w/ food service directors, producers and distributors to align efforts and build partnerships
- Administered FSD, Producer, and Distributor Surveys
- Toolkit Development
- Facilitation of “small p” policy change

See the full toolkit at: toolkit.centerfornutrition.org
# F2S Resources Chart

**Legend:**
- FS = Food Service
- P = Producer
- D = Distributor
- S = School
- C = Community Member

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<td>Bearing Fruit: Farm to School Program Evaluation Resources and Recommendations</td>
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<td>Colorado Farm to School</td>
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<td>Center for Systems Integration, Healthy Community Food Systems, WPM Consulting</td>
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<td>Countryside Public Health Farm to School Resource Manual</td>
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<td>Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals</td>
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CDC, Douglas County Health Department

Farm to Institution (2-Year CTG Grant)

- Collaboration with Douglas County Health Department, Partners for a Healthy City, Live Well Omaha
- Farmer’s market-style fresh produce stands on site at 10 Omaha businesses
- CSAs at 10 Omaha businesses
- Total of 15,000 employee’s reached
- Facilitate Lunch & Learn series and cooking demonstrations

Visit: centerfornutrition.org/local-food-systems/farm-to-institution/
The National Early Care and Education Learning Collaboratives (ECELC) Project Evaluation

To evaluate the implementation of the ECELC Model to change nutrition/PA policies and practices in ECE centers across 9 states (C1: 6 states)

Evaluation Components
- Enrollment form
- LMCC Quiz
- Feedback forms
- TA monitoring
- EPAO (Eating and Physical Activity Observation)

Led to evaluation work with General Mills Foundation
Separate breastfeeding grant from Sackler Institute
LiveWell Colorado

- Evaluation and Curriculum Development of the LiveWell@School Food Initiative to increase scratch cooking in schools
  - Development of the Quantitative Menu Analysis (QMA)
  - FSD interviews and surveys (90 district total, sample of 9 for in-depth analysis)
  - Toolkit and Website evaluation
  - Just began Y2 evaluation
    - Includes plate waste feasibility
  - Led to work with CO Health Foundation
LMSB2S: Program Evaluation

Food Family Farming Foundation (F3)

- Evaluation of the *Lets Move Salad Bars to School* National Initiative to determine use and impact
  - Develop survey
  - Analyze data for 357 school/districts (61% of target)
    - District characteristics
    - Use of salad bar equipment
    - Success and challenges
  - Report, webinar, and Infographic
  - Stemmed from previous evaluation relationship with F3 (Healthy Breakfast 4 Kids program) a breakfast in the classroom program
Infographics

**Salad Bar Successful Outcomes**
- Student access to fresh fruits and vegetables
- Student participation in school lunch program
- School fruit and vegetable purchases
- School administrators, teachers, staff, and parents support salad bars
- Food waste

**Initiative Facts**
- **2010**: Launch of initiative
- **2,800**: Schools received salad bars
- **49**: States participated

**Survey Data**
- **585**: School districts surveyed
- **61%**: Response rate
- **51%**: Students eligible for free/reduced price lunch

**Salad Bar Use**
- 94% of salad bars are in use, 78% used daily
- 77% of salad bars used as part of reimbursable lunches, 54% as complete reimbursable lunches
- 81% of schools purchased fresh pre-cut fruits and vegetables for their salad bars

**School Activities to Promote Healthy Eating**
- Provided classroom education, taste testing, and other nutrition education activities
- Created wellness policies around increased access to healthy foods, such as fruits and vegetables
- Engaged parents through letters and emails about salad bars
NDHHS: Program Evaluation

Nebraska Department of Health and Human Services

- Snack & Go Pilot Program Evaluation on feasibility/effectiveness of healthy snack initiative in convenience stores
  - Develop a store observation tool
  - Interview store owners
  - Conduct intercept interviews with customers

SNACK & GO

Tasty. Good. Easy. Find the Snack & Go brand and you'll find good-for-you, good-tasting snacks and beverages to fuel you on-the-go!

Participating stores agree to use the Snack & Go brand on products that meet USDA’s Smarter Snack Guidelines: < 200 calories per package, ≤ 35% cal from total fat, ≤ 10% cal from saturated fat, ≤ 230 mg sodium, ≤ 35% of weight of sugar. Each snack must also have a Positive Nutritional Value from naturally occurring nutrients (fiber, calcium, vitamin D, potassium). Snack & Go beverages include water, low-fat/fat-free Milk (12 oz max) and 100% juice (12 oz max).

Need more information? Email: snack&go@nebraska.gov
ConAgra Foods Foundation

Evaluation of the *Child Hunger Ends Here* Program in Omaha, Nebraska

- 3-year project to evaluate multi-component community-based intervention to alleviate hunger
  - Food pantries
  - SNAP at Food Bank
  - Breakfast in classroom in OPS
  - Financial skill building

**Evaluation Components:**
- Surveys assessing food insecurity, dietary patterns, coping, food insufficiency, etc.
- Qualitative interviews
- Quarterly reporting to partners
VFHK: Program Evaluation

Robert Wood Johnson Foundation

Evaluation of the *Voices for Healthy Kids* National Advocacy Initiative

- Evaluation of TA provided/received by program stakeholders (RWJF, AHA, Hubs, Grantees)
- Evaluation of Legal TA
- Evaluation Components:
  - Interviews
  - Tracking systems
  - Case studies
  - Model development
Collective Impact Framework

- Work with partners across the state of Michigan working on local food systems to establish a shared measurement system
- Align with goals of the MI Good Food Charter
- Cross-sector coordination to advance food system efforts in Michigan
Where’s the Beef?

- Needs assessment for connecting local beef production to small stores in rural Nebraska
  - Beef production, local supply chains in rural areas with low food access
- Using beef as a leverage point for promoting local food to rural individuals
- USDA funded
Career Reflections

- Thinking outside the box “traditional academia” (positions and funding)
  - Flexibility
- Finding a place that matches content area of interest
  - Get experience in something new (e.g., post-doc)
- Consider teaching load and research opportunities
- A good mentor!
Acknowledgement

Amy Yaroch, PhD
Executive Director

Leah Carpenter, MPH
Associate Director
Questions and Discussion?

Courtney Pinard, PhD
Research Scientist
Gretchen Swanson Center for Nutrition
8401 West Dodge Road
Omaha, NE 68114
Phone: 402-559-5500
Fax: 402-559-7302

cpinard@centerfornutrition.org
www.centerfornutrition.org
Society for Nutrition Education and Behavior

SNEB Professional Development Webinar Series

Join nutrition educators, researchers, and students by staying up-to-date on current issues and connecting with experts in the field.

THURSDAY
November 13th, 2014
12:00-12:30PM EST

Food and Nutrition Extension Education with
Karen Ensel, EDD, RDN, FAND, CFCS
From Rutgers University

Presented by the SNEB Student Committee
students@sneb.org
(317) 328-4627 | www.sneb.org

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