

## **CURRICULUM VITAE**

### **Jeanne P. Goldberg**

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### **EDUCATION**

1957	B.S. in Foods and Nutrition	Simmons College, Boston, MA
1958	Dietetic Internship	Frances Stern Nutrition Center, Tufts-New England Medical Center, Boston, MA
1959	M.Ed.	Tufts University, Medford, MA
1986	Ph.D.	Tufts University School of Nutrition, Medford, MA

### **HONORS**

Alumni Award for Service to the Profession and Community Friedman School of Nutrition Science and Policy, Tufts University, 2005.

Outstanding Faculty Achievement Award, Tufts University, 1997-1998.

Louis Pasteur Award from the Massachusetts Dietetic Association for efforts in health promotion, 1985.

Borden Award for Outstanding Scholarship, 1957.

### **ACADEMIC APPOINTMENTS**

2000-	Professor of Nutrition, Gerald J. and Dorothy R. Friedman School of Nutrition Science and Policy, Tufts University, Boston MA
1993-	Associate Professor of Nutrition, Tufts University School of Medicine
1993-2000	Associate Professor of Nutrition, School of Nutrition Science and Policy, Tufts University
1986-1993	Assistant Professor of Nutrition, School of Nutrition Science and Policy, Tufts University

- 1977-1986 Lecturer in Nutrition, School of Nutrition, Tufts University
- 1973 Lecturer in Nutrition, University of Connecticut, Storrs CT

### **ADMINISTRATIVE RESPONSIBILITIES**

- 1993-present Director of the Graduate Program in Nutrition Communication, Tufts University
- 1993-2005 Director, Center on Nutrition Communication, Tufts University

### **OTHER WORK EXPERIENCE**

- 1972-1994 Syndicated Columnist with Dr. Jean Mayer, *Washington Post* Writers Group, Washington, D.C.
- 1968-1971 Nutrition Consultant, Boston Maternity and Infant Care Project, Massachusetts Department of Public Health, Boston MA
- 1966-1968 Research Nutritionist, School of Public Health, Harvard University, Boston, MA.
- 1965-1966 Community Nutrition Consultant, Allegheny County Health Department, Pittsburgh, PA
- 1959-1965 Assistant Director, Dietary Department, Hahnemann Medical College and Hospital, Philadelphia, PA

### **INVITED NATIONAL COMMITTEES AND ADVISORY BOARDS**

- 1994–present International Food Information Council Foundation Trustee
- 2006– present Harvard Prevention Research Center Advising Board
- 1999-2005 Society for Nutrition Education Foundation Board Member
- 2006-2007 Keystone Forum on Foods Eaten Away from Home
- 2000-2006 *America on the Move* Foundation Board of Directors
- 2001-2003 American Heart Association Communications Committee, Council on Nutrition,

- 2000 Physical Activity and Metabolism  
USDA Health Eating Index Advisory Group
- 2002-2003 IOM Committee on Use of Dietary Reference Intakes in Nutrition Labeling
- 2000-2002 NIDDK Weight-control Information Network (WIN) Work Group, USDA Healthy Eating Index Advisory Group
- 1992-1996 US Food and Drug Administration Food Advisory Committee
- 1991 Ad Hoc Planning Committee for the American Dietetic Association Foundation National Center on Nutrition and Dietetics, 1991

## **MAJOR PROJECTS**

### **Research**

- 2007-2008 Principal Investigator – *Tipping the Scales Project* to understand obesity prevention for children and parents in Maine, Massachusetts and New Hampshire
- 2003-2007 Co-investigator for *Shape Up Somerville* an obesity prevention project for elementary school age children funded by CDC
- 1999-2005 Co-investigator for the *BONES* osteoporosis prevention osteoporosis in school age children funded by NICHD
- 1994–1999 Co-investigator for *Sisters Together: Move More, Eat Better* funded by NIDDK
- 1992-1997 Yale University Schools of the 21<sup>st</sup> Century nutrition and physical activity intervention to prevent obesity in school age children
- 1991-1992 Principal Investigator USDA/DHHS Food Guide Pyramid evaluation project

### **Internet Communication Projects**

- 1995-2003 Principal Investigator -Tufts University *Nutrition Navigator* web site project for consumers to access accurate information
- 2000-2003 Nutritional Fitness Editor, *Novartis Foundation Website*
- 1996-1999 Principal Investigator – Tufts University *Nutrition Commentator* project to assist journalists in writing about nutrition, food safety and health

### **Editorial Projects**

- Editorial consultant to *Publications International*  
Editorial consultant to *Consumer's Guide*  
Editorial consultant to *Signature Publishing Company*  
Contributing nutrition editor to *Ladies Home Journal*

## **CONSULTING**

- Developed Stop and Shop Supermarket point-of purchase intervention.
- Consultation on consumer issues to food manufacturers, and retailers, including Budget Gourmet, Campbell Soup Company, Frito-Lay, Pizza Hut, Taco Bell.
- Consultant to trade associations, including American Meat Institute, Grains Foundation, Potato Board, US Tuna Foundation, Wheat Foods Council.
- Consultant to public relations agencies including Porter Novelli, Edelman Worldwide, Hill and Knowlton.

### **EDITORIAL BOARDS**

1983 - present Tufts Diet and Nutrition Letter

1996 - Journal of Health Communications  
present

Nutrition in Clinical Care

1997 - 2000

### **AD HOC REVIEWER:**

Journal of the American Dietetic Association  
Journal of Nutrition Education and Behavior  
Preventive Medicine  
American Journal of Alternative Agriculture  
Appetite

### **PROFESSIONAL MEMBERSHIPS**

1959 – present American Dietetic Association  
2003 – present International Society of Behavioral Nutrition and Physical Activity  
1980 – present Society for Nutrition Education and Behavior  
2005 – present The Obesity Society

### **PUBLICATIONS**

Folta SC, **Goldberg JP**, Lichtenstein AH, Seguin R, Reed PN, Nelson ME. Factors related to cardiovascular disease risk reduction in midlife and older women: A qualitative study. *Prev Chronic Dis.* 2008; 5:A06. Epub 2007.

Marcotte L, Hennessy E, Dwyer J, Hyatt RR, **Goldberg JP**, Naumova EN, and Economos CD. Validity and reliability of a calcium checklist in early elementary-school children. *Public Health Nutr.* 2008; 11:57-64. Epub 2007.

- Folta S, Bourbeau J, **Goldberg JP**. Watching Children Watch Food Advertisements on TV *Prev Med*. 2008; 46:177-8. Epub 2007.
- Economos CD, Hyatt RR, **Goldberg JP**, Must A, Naumova EN, Collins JJ, Nelson ME. A community-based environmental change intervention to prevent overweight in early elementary school children. *Obesity*. 2007; 15:1325-1336.
- Glanz K, Resnicow K, Seymour J, Hoy K, Stewart H, Lyons M, **Goldberg JP**. How major restaurant chains plan their menus: the role of profit, demand, and health. *Am J Prev Med*. 2007; 32:383-8.
- Hall M, Folta SC, **Goldberg JP**. Fitness and nutrition messages in magazines for African Americans: A Comparative Content Analysis. *Nutr Today*. 2007; 42:37-40.
- Goldberg JP**, Folta SC. Dietary Guidelines 2005 and My Pyramid. In: Kennedy E and Deckelbaum R, eds. *The Nation's Nutrition*. Washington, DC: ILSI Press; 2007.
- Folta SC, **Goldberg JP**, Economos C, Bell R, and Meltzer R. Food advertising targeted at school-age children: A content analysis. *J Nutr Educ Behav* 2006; 38:244-248.
- Folta SC, Bell R, **Goldberg JP**, Economos C, and Landers S. Psychosocial factors associated with children's intention to consume beans (legumes): A test of the Theory of Reasoned Action. *Am J Health Promot*. 2006; 21:13-15.
- Goldberg JP**. Nutrition and aging: The cardiovascular system. In: Chernoff R, ed. *Geriatric Nutrition*. Gaithersburg, MD: Aspen Publishers, 2006: 273-294.
- McKay DL, Houser RF, Blumberg JB, **Goldberg JP**. Nutrition information sources vary with education level in a population of older adults. *J Am Diet Assoc*. 2006; 106: 1108-1111.
- Goldberg JP**, Belury MA, Elam P, Finn SC, Hayes D, Lyle R, St. Jeor S, Warren M and Hellwig JP. The obesity crisis: Don't blame it on the Pyramid. *J Am Diet Assoc*. 2004; 104: 1141-1147.
- Folta SC, **Goldberg JP**, Marcotte LP, and Economos CD. Using focus groups to develop a bone health curriculum for after school programs. *Prev Chronic Dis*. [serial online] 2004; Available: [http://www.cdc.gov/pcd/issue/2004/jul/04\\_0001.htm](http://www.cdc.gov/pcd/issue/2004/jul/04_0001.htm).
- McKay DL, Berkowitz JM, Blumberg JB, and **Goldberg JP**. Communicating cardiovascular disease risk due to elevated homocysteine levels: Using the EPPM to develop print materials. *Health Educ Behav*. 2004; 31: 355-371.
- Krepcio D, Foell K, Folta SC, and **Goldberg JP**. Introduction to solid foods. *Nurs Spectr*. 2004;

8:12-14.

Krepcio D, Foell K, Folta SC, and **Goldberg JP**. The vegetarian teen. *Nurs Spectr*. 2004; 17:18-20.

Krepcio D, Foell K, Folta SC, and **Goldberg JP**. Picky eaters. *Nurs Spectr*. 2003; 7:10-12.

**Goldberg JP**, Folta SC and Must A. Milk: Can a “good” food be so bad? *Pediatrics*. 2002; 110: 826-832.

Oliveira NL and **Goldberg JP**. The nutrition status of women and children who are homeless. *Nutr Today*. 2002; 37:70-77.

Wetter AC, **Goldberg JP**, King AC, Sigman-Grant M, Baer R, Crayton E, Devine C, Drewnowski A, Dunn A, Johnson G, Pronk N, Saelens B, Snyder D, Novelli P, Walsh K, Warland R. How and why do individuals make food and activity choices? *Nutr Rev*. 2001; 59:S11-S20.

**Goldberg JP**, Hill J, and Pate R. Introduction to *Partnership to Promote Healthy Eating and Active Living* summit. *Nutr Rev* 2001; 59:S4-S6.

Coon KA, **Goldberg JP**, Rogers BL and Tucker KL. Relationships between use of television during meals and children’s food consumption patterns. *Pediatrics*. 2001. 107: e7.

**Goldberg JP**, Connell D, and Folta SC. An intervention to increase fruit and vegetable consumption using audio communications: In-store public service announcements and audio tapes. *J Health Commun*. 2001; 6:31-43.

Connell D, **Goldberg JP**, Folta SC. An intervention to increase fruit and vegetable consumption using audio communications: In-store public service announcements and audiotapes. *J Health Commun*. 2001 Jan-Mar; 6:31-43.

Ross NJ, Anderson MD, **Goldberg JP**, and Rogers BL. Increasing purchases of locally grown produce through worksite sales: An ecological model. *J Nutr Educ*. 2000. 32:304-313.

Krepcio D, Foell K, Folta, SC, and **Goldberg JP**. Obesity in young children. *Nurs Spectr*. 2000; 4:12-15.

**Goldberg JP**. Nutrition communication in the 21st Century: What are the challenges and how can we meet them? *Nutrition*. 2000; 16:644-646.

Ross NJ, Anderson MD, **Goldberg JP**, Houser R, and Rogers BL. Trying and buying locally grown produce at the workplace: Results of a marketing intervention. *Amer J Alternative Agric*. 1999; 14:171-179.

**Goldberg JP**, Rudd R and Dietz WH. Using three data sources and methods to shape a nutrition

campaign. *J Am Diet Assoc.* 1999; 99:717-722.

**Goldberg JP** and Hellwig J. Aging and the Cardiovascular System. Chapter revision In: R Chernoff, ed. *Geriatric Nutrition: The Health Professional's Handbook*, 2<sup>nd</sup> edition. May 1999.

Rudd R, **Goldberg JP**, and Dietz WH. A five stage model for sustaining a community campaign. *J Health Commun.* 1999; 4:37-48.

Ohri-Vachaspati P, Rogers BL, Kennedy E, and **Goldberg JP**. The effects of data collection methods on calorie-expenditure elasticity estimates: A study from the Dominican Republic. *Food Policy* 1998; 23:295-304.

**Goldberg JP**, Economos CD, and Smith JA. Dietary management of the “old-old”: An individualized approach. *Nutr Clin Care.* 1998; 1:126-137.

Owen A and **Goldberg JP**. Nutrition Communications. In: Owen A, Splett P, and Owen G, eds. *The Art of Delivering Nutrition Services in the Community*, 4th edition. Boston, MA: McGraw-Hill, July 1998.

**Goldberg JP** and Hellwig J. *Sisters Together* calendar project: A case study. In: Owen A, Splett P, and Owen G. *The Art of Delivering Nutrition Services in the Community*, 4th edition. Boston, MA: McGraw-Hill, July 1998.

Glanz K, Basil M, Maibach E, **Goldberg JP** and Snyder D. Why Americans eat what they do: taste, nutrition, cost, convenience, and weight control concerns as influences on food consumption. *J Am Diet Assoc.* 1998; 98:1118-1126.

Porter D, Kris-Etherton P, Borra S, Christ-Erwin M, Novelli P, Foreyt J, **Goldberg JP**, Nabors LO, Schwartz N, Lewis C, Layden W, Economos C. Educating consumers regarding choices for fat reduction. *Nutr Rev.* 1998; 56:S75-S100.

**Goldberg JP**. The Recommended Dietary Allowances: Can they inform the development of academic achievement? *Applied Measurement in Education.* 1998; 11:97-105.

**Goldberg JP** and Hellwig J. Nutrition research in the media: The challenge facing scientists. *J Am Coll Nutr.* 1997; 16:544-550.

**Goldberg JP**. Introduction: Nutrition Education in the Elderly. In: Britten P, ed. *The Nutrition Idea Book*. Morgantown, West Virginia: West Virginia University Printing Service September, 1997.

**Goldberg JP** and Shuman J. Making sense of scientific research about diet and health. FANSA. August, 1997.

- Goldberg JP**, Bailey SM, Lenart EB, and Koff E. A new visual image rating scale for females: Correlations with measures of relative fatness, weight dissatisfaction, and body esteem. *Percept Mot Skills*. 1996; 82:1075-1084.
- Craig S, **Goldberg JP** and Dietz, WH. Psychosocial correlates of physical activity among fifth and eighth graders. *Prev Med*. 1996; 25:506-513.
- Kennedy E and **Goldberg JP**. What are American children eating? Implications for public policy. *Nutr Rev*. 1995; 53:111-126.
- Lenart EB, **Goldberg JP**, Bailey SM, and Dallal GE. Current ideal physique choices in exercising and non-exercising college women from a pilot athletic image scale. *Perceptual and Motor Skills*. 1995; 81:831-848.
- Goldberg JP**. Nutrition and health communication: The message and the media over half a century. *Nutr Rev*. 1992; 52:7-14.
- Bell AD, Tighe JP, and **Goldberg JP**. *An Evaluation of Dietary Guidance Graphic Alternatives*. Final Report to the U.S. Department of Agriculture, Office of Consumer Affairs. Submitted April 28, 1992.
- Goldberg JP**, Gershoff SN, and McGandy RB. Appropriate topics for nutrition education for the elderly. *J Nutr Educ*. 1990; 22:303-310.
- Goldberg JP** and Mayer J. The White House Conference on Food, Nutrition, and Health. Twenty years later: Where are we now? *J Nutr Educ*. 1990; 22:47-50.
- Bailey SM, **Goldberg JP**, Swap WC, Chomitz VR, and Houser RF Jr. Relationships between body dissatisfaction and physical measurement. *Int J Eat Disord*. 1990; 9:457-562.
- Mayer J and **Goldberg JP**. *Dr. Jean Mayer's Diet and Nutrition Guide*. New York: Pharos Books;1990.
- Goldberg JP**, Gershoff SN, McGandy RB, and Hartz,SC. The effectiveness of a television quiz show in providing nutrition information to the elderly. *J Nutr Educ*. 1989; 21:86-89.
- Bailey SM and **Goldberg JP**. Eating patterns and weight concerns of college women. *J Am Diet Assoc*. 1989; 89:95-96.
- Goldberg JP**. Some community nutrition services in a Boston program. *J Am Diet Assoc*. 62:537-529, 1973.