



Making Real Change: Nutrition Educators as Advocates

November 13, 2015

9:00 – 12:30

The New School

65 W. 11th Street, 5th Floor

Goal

Introduce health professionals to various approaches to advocacy.

Objectives

After this session, participants will:

- ⇒ Gain an understanding about policy issues relevant to nutrition education and opportunities to strengthen the field through advocacy.
- ⇒ Will learn the different ways to advocate, including through elected officials and executive branch agencies.
- ⇒ Will be able to hone a policy message when advocating for change.

8:30 – 9:00

Registration

9:00 – 9:10

Welcome
Brett Klein
NYCNEN Chair

9:15 – 10:15

Panel Discussion: Advocacy in Practice
Moderator: Claire Uno
Panelists: David DeVaughn, Fern Gale Estrow, Erika Hval & Stephen O'Brien

10:15 – 10:20

Stretch Break

10:20 – 11:20

Skillbuilder: Defining Your Advocacy Message
Alissa Wassung
Director of Policy and Planning, God's Love We Deliver

11:20 – 12:05

Soda Politics: Taking on Big Soda (and Winning),
Nutrition Advocacy in Action
Marion Nestle, Ph.D, MPH
Paulette Goddard Professor
Department of Nutrition, Food Studies and Public Health
New York University

12:05-12:30

Book signing, networking and certificates of completion distributed

NYCNEN thanks the Program in Nutrition at Teachers College Columbia University for their ongoing support.

Speaker Bios

David DeVaughn, MPA

David DeVaughn is the Manager, Policy & Government Relations at City Harvest where he works to reduce the underlying causes of hunger and food insecurity by advocating for the long-term changes that improve community self-sufficiency. On behalf of City Harvest, David works with federal, state, and local partners on food security issues to support improved access to affordable food, local agriculture, and community development. David is also a convener of the New York City Alliance for Child Nutrition Reauthorization.

Fern Gale Estrow, MS, RDN, CDN

Fern Gale Estrow, the founder of the FGE Food & Nutrition Team, has worked with early childhood nutrition education and policy for two decades and participated in collaborations involving Head Start, UPK and/or childcare throughout this time. As a content expert for the Child and Adult Care Food Program (0-5 preschool and after-school), Head Start and WIC, and a nutrition education advocate she is familiar with diverse opportunities to address nutrition education. Her experience makes her an excellent bridge for realistic assessment and implementation between policy and program. A graduate of Columbia, Teachers College, Fern has served in a policy advisement capacity on many organizations including the American Public Health Association, Academy of Nutrition and Dietetics, Greater New York Dietetics Association, National Alliance for Nutrition and Physical Activity, Community Food Security Coalition, the Food and Farm Policy Project (funded by Kellogg Foundation), New York City Department of Health and Mental Hygiene, Food Systems Network NYC, NYC for Child Nutrition Reauthorization, NYC for the Farm Bill, FoodWorks (a policy document of former NYC Council Chair Christine Quinn), to Scott Stringer when he was the NYC Manhattan Borough President and numerous Head Start organizations and related associations.

Erika Hval, MS, RD, CDN

Erika Hval is the Health and Wellness Coordinator at the Women's Housing and Economic Development Corporation, creating and implementing nutrition education programming for child care homes and centers, food pantry clients, and community events in the South Bronx. She is currently serving as the Public Policy Co-Coordinator for the Greater New York Dietetic Association, where she helps organize grassroots advocacy campaigns supporting sound nutrition legislation at the local, state and federal levels. Erika is a Registered Dietitian with a master's degree from the Friedman School of Nutrition Science and Policy at Tufts University. She received her bachelor's degree in Nutrition from NYU.

Marion Nestle, Ph.D, MPH

Marion Nestle is Paulette Goddard Professor in the Department of Nutrition, Food Studies, and Public Health at New York University, which she chaired from 1988-2003. She is also Professor of Sociology at NYU and Visiting Professor of Nutritional Sciences at Cornell. She holds an honorary degree from Transylvania University in Kentucky. She earned a Ph.D. in molecular biology and an M.P.H. in public health nutrition from the University of California, Berkeley. Her previous faculty positions were at Brandeis University and the UCSF School of Medicine. From 1986-88, she was senior nutrition policy advisor in the Department of Health and Human Services and editor of the 1988 Surgeon General's Report on Nutrition and Health. Her research examines scientific and socioeconomic influences on food choice, obesity, and food safety, emphasizing the role of food marketing. She is the author of 8 books, the latest, *Soda Politics: Taking on Big Soda (and Winning)*, was published last month.

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Speaker Bios

Stephen O'Brien, MPA

Stephen O'Brien is the Director of Food and Menu Development at School Food, NYC Dept of Education. He has worked for NYC DOE since 1991 and has worked in all of the 32 school districts as a School Food Manager, Technical Assistant Troubleshooter, Deputy Director of Field Operations and Regional Director for Manhattan. Stephen has a broad understanding of the complexities involved in delivering a quality service to the students of NYC. He is a 2015 Sloan Public Service Award winner. Stephen holds a AOS in Culinary Arts and a BS in Food Service Management with a minor in Secondary Education from Johnson & Wales University as well as a Masters in Public Administration from Baruch College, CUNY.

Alissa Wassung

Alissa Wassung is the Director of Policy & Planning at God's Love We Deliver. She is responsible for the development of the public policy function at God's Love and for the administration of the more than \$2 million in government funding that God's Love receives each year from city, state and federal sources. Alissa directs the agency's *Food Is Medicine Initiative*, designed to bring food and nutrition services (FNS) into the programs of the Affordable Care Act in New York State and across the country, and leads several coalitions working in this capacity. Alissa is the co-author of two recent policy publications: a chapter in the *Health of HIV Infected People: Food, Nutrition and Lifestyle with Antiretroviral Drugs*, and *The Food is Medicine Advocacy Toolkit*, in partnership with the Center for Health Law and Policy Innovation at Harvard Law School.

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