

Jeanne P. Goldberg
Jeanne.Goldberg@tufts.edu
(617) 636-0895 (office)

Education

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

Awards and Honors

2010	Dean's Medallion, Friedman School of Nutrition Science and Policy
2005	Alumni Award for Service to the Profession and Community, The Friedman School, Tufts University
1997-1998	Outstanding Faculty Achievement Award, Tufts University
1985	Louis Pasteur Award from the Massachusetts Dietetic Association for efforts in health promotion
1957	Borden Award for Outstanding Scholarship, Simmons College

Academic Appointments

2000-Present	Professor of Nutrition, The Friedman School, Boston, MA
1993-Present	Associate Professor of Nutrition, Tufts University School of Medicine, Boston, MA
1993-2000	Associate Professor of Nutrition, The Friedman School, Boston, MA
1986-1993	Assistant Professor of Nutrition, The Friedman School, Boston, MA
1977-1986	Lecturer in Nutrition, The Friedman School, Boston, MA
1973-1974	Lecturer in Nutrition, University of Connecticut, Storrs, CT

Professional Appointments

2012-Present	Director of the Graduate Program in Nutrition Interventions, Communication, and Behavior Change, The Friedman School, Boston, MA
1993-2010	Director of the Graduate Program in Nutrition Communication, The Friedman School, Boston, MA
1993-2005	Director, Center on Nutrition Communications, The Friedman School, Boston, MA

Related Work Experience

1972-1994	Syndicated Columnist with Dr. Jean Mayer, <i>Washington Post</i> 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

Professional Activities

- Ad hoc reviewer *American Journal of Alternative Agriculture*
- Ad hoc reviewer *American Journal of Public Health*
- Ad hoc reviewer *Journal of Health Communication*
- Ad hoc reviewer *Journal of Nutrition Education and Behavior*
- Ad hoc reviewer *Journal of the American Dietetic Association*
- Ad hoc reviewer *Obesity*
- Ad hoc reviewer *Preventive Medicine*
- 1983-2012 Editorial Board *Tufts Diet and Nutrition Letter*
- 1997-2000 Editorial Board, *Nutrition in Clinical Care*
- 1996-2000 Editorial Board, *Journal of Health Communications*
- Member, American Dietetic Association
- Member, American Public Health Association
- Member, International Society of Behavioral Nutrition and Physical Activity
- Member, National Automatic Merchandising Association

National Committees and Advisory Boards

- 2014-Present Nutrition Advisory Council
- 1994-2015 International Food Information Council Foundation Trustee
- 2011-2014 Alliance for Potato Research and Education Scientific Advisory Board
- 2000-2012 Kraft Foods Global Health and Wellness Advisory Board
- 2004-2010 Cranberry Marketing Committee Scientific Advisory Board
- 2007-2008 Edelman Worldwide Science Advisory Board
- 2006-2007 Keystone Forum on Foods Eaten Away from Home
- 2000-2007 *America on the Move* Foundation Board of Directors
- 1999-2005 Society for Nutrition Education Foundation Board Member
- 2001-2004 American Heart Association Communications Committee, Council on Nutrition, Physical Activity and Metabolism
- 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
- 2000 USDA Health 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

Research

- 2015-Present Co-investigator – *Eating Well Matters@Restaurants*, a communication campaign to promote healthier choices at quick-serve restaurants by parents and young children
 2010-2014 Principal Investigator – *The GREEN Project: Growing Right: Eating Healthy and Eco Friendly Behavior*, a 3 year NIH funded communication campaign to improve the quality and eco-friendliness of foods that children in grades 3-4 bring from home to eat at school
 2009-2012 Co-investigator – *Strong Women, Healthy Hearts Dissemination Project*, an intervention to replicate the earlier study regionally and nationally
 2007-2010 Co-investigator – *Balance*, a project designed to replicate *Shape Up Somerville* in multiple communities
 2007-2008 Principal Investigator – *Tipping the Scales Project*, to understand obesity prevention for children and parents in Maine, Massachusetts and New Hampshire
 2005-2008 Co-investigator – *Strong Women, Healthy Hearts*, an intervention to promote heart healthy lifestyle behaviors in women in rural America
 2003-2007 Co-investigator – *Shape Up Somerville*, a CDC-funded obesity prevention project for elementary school age children
 2000-2003 Co-investigator – *BONES*, NIH-funded osteoporosis prevention project in school age children
 1995-1999 Yale University Schools of the 21st Century nutrition and physical activity intervention to prevent excess weight gain in elementary school children
 1995-1998 Co-investigator – *SistersTogether:MoveMore, Eat Better*, NIH-funded communication campaign to prevent weight gain in African American women ages 18 to 35.
 1991-1992 Principal Investigator – USDA/DHHS Food Guide Pyramid, evaluation project

Internet Communication Projects

- 2012 Co-Director – *The Weight of the Nation* web site project
 1995-2003 Principal Investigator -Tufts University *Nutrition Navigator* web site project for consumers to access accurate information
 1996-1998 Principal Investigator – Tufts University *Nutrition Commentator* project to assist journalists in writing about nutrition, food safety and health

Consultant Activities

- 1978-2005 Developed Stop and Shop Supermarket point-of purchase intervention. Consultation on consumer issues to food manufacturers, trade associations and retailers, and others including American Meat Institute, Taco Bell, Frito-Lay, Campbell Soup Company, Budget Gourmet, Pizza Hut, Wheat Foods Council, Porter Novelli, Edelman Worldwide, and Hill and Knowlton. Editorial consultant to Publications International, the Consumer's Guide, and

Signature Publishing Co.
Contributing nutrition editor for the *Ladies Home Journal*.

Publications

Referred Articles

1. Blondin SA, Cash SB, Goldberg JP, Griffin TS, Economos CD. Nutritional, Economic, and Environmental Costs of Milk Waste in a Classroom School Breakfast Program. *Am J Public Health*. 2017; e-view Ahead of Print.
2. Goldberg JP, Tanskey LA, Sanders EA, Smith Edge M. The IFIC Foundation Food & Health Survey 2015: 10-Year Trends and Emerging Issues. *J Acad Nutr Diet*. 2016; pii: S2212-2672(16): 30322-7
3. Hatfield DP, Sliwa SA, Folta SC, Economos CD, Goldberg JP. The critical role of communications in a multilevel obesity-prevention intervention: Lessons learned for alcohol educators. *Patient Educ Couns*. 2016
4. Merrigan K, Griffin T, Wilde P, Robien K, Goldberg J, Dietz W. Designing a sustainable diet. *Science*. 2015; 350(6257):165-6.
5. Goldberg JP, Wright CM. Lessons learned from two decades of research in nutrition education and obesity prevention: Considerations for alcohol education. *Patient Educ Couns*. 2015
6. Goldberg JP, Folta SC, Eliasziw M, Koch-Weser S, Economos CD, Hubbard KL, Tanskey LA, Wright CM, Must A. Great taste, less waste: A cluster-randomized trial using a communications campaign to improve the quality of foods brought from home to school by elementary school children. *Prev Med*. 2015; 74:103-10.
7. Folta SC, Seguin RA, Chui KKH, Clark V, Corbin MA, Goldberg JP, Heidkamp-Young E, Lichtenstein AH, Wiker N, Nelson ME. National dissemination of StrongWomen-healthy hearts: A community-based program to reduce risk of cardiovascular disease among midlife and older women. *Am J Public Health*. 2015; 105(12):2578-85.
8. Folta SC, Lichtenstein AH, Seguin RA, Goldberg JP, Corbin MA, Wiker N, Gauker J, Chui K, Nelson ME. The StrongWomen-Healthy hearts program in Pennsylvania: RE-AIM analysis. *Translational behavioral medicine*. 2015; 5(1):94-102.
9. Hubbard KL, Must A, Eliasziw M, Folta SC, Goldberg J. What's in children's backpacks: Foods brought from home. *Journal of the Academy of Nutrition and Dietetics*. 2014; 114(9):1424-31.
10. Economos CD, Must A, Goldberg JP, Kuder J, Naumova EN, Collins JJ, Nelson ME. Shape Up Somerville Two-Year Results: A Community-Based Environment Change Intervention Sustains Weight Reduction in Children. *Preventive Medicine*. 2013; 57(4):322-7.
11. Folta SC, Kuder JF, Goldberg JP, Hyatt RR, Must A, Naumova EN, Nelson ME, Economos CD. Changes in diet and physical activity resulting from the shape up Somerville community intervention. *BMC Pediatrics*. 2013; 13(1):157.

12. Hennessy E, Hughes SO, Goldberg JP, Hyatt RR, Economos CD. Permissive parental feeding behavior is associated with an increase in intake of low-nutrient-dense foods among American children living in rural communities. *Journal of the Academy of Nutrition and Dietetics*. 2012; 112(1):142-8.
13. Goldberg JP, Sliwa SA. Communicating actionable nutrition messages: Challenges and opportunities. *Proceedings of the Nutrition Society*. 2011; 70(1):26-37.
14. Sliwa S, Goldberg JP, Clark V, Collins J, Edwards R, Hyatt RR, Junot B, Nahar E, Nelson ME, Tovar A, Economos CD. Using the community readiness model to select communities for a community-wide obesity prevention intervention. *Preventing Chronic Disease*. 2011; 8(6):A150.
15. Ratcliffe MM, Merrigan KA, Rogers BL, Goldberg JP. The effects of school garden experiences on middle school-aged students' knowledge, attitudes, and behaviors associated with vegetable consumption. *Health Promotion Practice*. 2011; 12(1):36-43.
16. Hennessy E, Hughes SO, Goldberg JP, Hyatt RR, Economos CD. Parent behavior and child weight status among a diverse group of underserved rural families. *Appetite*. 2010; 54(2):369-77.
17. Irish Hauser S, Goldberg JP, Wilde P, Bers M, Ioannone L, Economos CD. Comparison of online and face-to-face dissemination of a theory-based after school nutrition and physical activity training and curriculum. *Journal of Health Communication*. 2010; 15(8):859-79.
18. Goldberg JP, Collins JJ, Folta SC, McLarney MJ, Kozower C, Kuder J, Clark V, Economos CD. Retooling food service for early elementary school students in Somerville, Massachusetts: The shape up Somerville experience. *Preventing Chronic Disease*. 2009; 6(3):A103.
19. Economos CD, Folta SC, Goldberg J, Hudson D, Collins J, Baker Z, Lawson E, Nelson M. A community-based restaurant initiative to increase availability of healthy menu options in Somerville, Massachusetts: Shape up Somerville. *Preventing chronic disease*. 2009; 6(3):A102.
20. Folta SC, Lichtenstein AH, Seguin RA, Goldberg JP, Kuder JF, Nelson ME. The StrongWomen-healthy hearts program: Reducing cardiovascular disease risk factors in rural sedentary, overweight, and obese midlife and older women. *Am J Public Health*. 2009; 99(7):1271-7.
21. Kennedy E, Racsa P, Dallal G, Lichtenstein AH, Goldberg J, Jacques P, Hyatt R. Alternative approaches to the calculation of nutrient density. *Nutrition Reviews*. 2008; 66(12):703-9.
22. 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. *Preventing chronic disease*. 2008; 5(1):A06.
23. Marcotte L, Hennessy E, Dwyer J, Hyatt RR, Goldberg JP, Naumova EN, Economos CD. Validity and reliability of a calcium checklist in early elementary-school children. *Public*

Health Nutr. 2008; 11(1):57-64.

24. Folta SC, Bourbeau J, Goldberg JP. Watching children watch food advertisements on TV. *Prev Med.* 2008; 46(2):177-8.
25. Economos CD, Lise Hildebrandt M, Hyatt RR. College freshman stress and weight change: Differences by gender. *Am J Health Behav.* 2008; 32(1):16-25.
26. 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.
27. Glanz K, Resnicow K, Seymour J, Hoy K, Stewart H, Lyons M, Goldberg J. How major restaurant chains plan their menus. The role of profit, demand, and health. *Am J Prev Med.* 2007; 32(5):383-8.
28. Hall M, Folta SC, Goldberg JP. Fitness and nutrition messages in magazines for African Americans: A comparative content analysis. *Nutrition Today.* 2007; 42(1):37-40.
29. Folta SC, Goldberg JP, Economos C, Bell R, Meltzer R. Food advertising targeted at school-age children: A content analysis. *Journal of Nutrition Education and Behavior.* 2006; 38(4):244-8.
30. Folta SC, Bell R, Economos C, Landers S, Goldberg JP. Psychosocial factors associated with young elementary school children's intentions to consume legumes: A test of the theory of reasoned action. *American Journal of Health Promotion.* 2006; 21(1):13-5.
31. 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(7):1108-11.
32. Folta SC, Goldberg JP, Economos C, Bell R, Landers S, Hyatt R. Assessing the use of school public address systems to deliver nutrition messages to children: Shape up Somerville - audio adventures. *J Sch Health.* 2006; 76(9):459-64.
33. Goldberg JP, Belury MA, Elam P, Finn SC, Hayes D, Lyle R, St. Jeor S, Warren M, Hellwig JP. The obesity crisis: Don't blame it on the pyramid. *J Am Diet Assoc.* 2004; 104(7):1141-7.
34. Folta SC, Goldberg JP, Marcotte LP, Economos CD. Using focus groups to develop a bone health curriculum for after-school programs. *Preventing chronic disease.* 2004; 1(3):A06.
35. McKay DL, Berkowitz JM, Blumberg JB, Goldberg JP. Communicating cardiovascular disease risk due to elevated homocysteine levels: Using the EPPM to develop print materials. *Health Education & Behavior.* 2004; 31(3):355-71.
36. Krepcio D, Foell K, Folta SC, and Goldberg JP. Introduction to solid foods. *Nurs Spectr.* 2004; 8:12-14.
37. Krepcio D, Foell K, Folta SC, and Goldberg JP. The vegetarian teen. *Nurs Spectr.* 2004;

17:18-20.

38. Krepcio D, Foell K, Folta SC, and Goldberg JP. Picky eaters. *Nurs Spectr.* 2003; 7:10-12.
39. Goldberg JP, Folta SC, Must A. Milk: Can a "good" food be so bad? *Pediatrics.* 2002; 110(4):826-32.
40. Oliveira NL, Goldberg JP. The nutrition status of women and children who are homeless. *Nutrition Today.* 2002; 37(2):70-7.
41. 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, Walsh K, Warland R. How and why do individuals make food and physical activity choices? *Nutr Rev.* 2001; 59(3):S11-20.
42. Goldberg JP, Hill J, and Pate R. Introduction to Partnership to Promote Healthy Eating and Active Living summit. *Nutr Rev* 2001; 59: S4-S6.
43. Coon KA, Goldberg J, Rogers BL, Tucker KL. Relationships between use of television during meals and children's food consumption patterns. *Pediatrics.* 2001; 107(1): e7.
44. 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; 6(1):31-43.
45. 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.
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47. Krepcio D, Foell K, Folta, SC, and Goldberg JP. Obesity in young children. *Nurs Spectr.* 2000; 4:12-15.
48. Goldberg JP. Nutrition communication in the 21st century: What are the challenges and how can we meet them? *Nutrition.* 2000; 16(7):644-6.
49. Ross NJ, Anderson MD, Goldberg JP, Houser R, Rogers BL. Trying and buying locally grown produce at the workplace: Results of a marketing intervention. *Am J Alternative Agric.* 1999; 14(4):171-9.
50. Goldberg J, Rudd RE, Dietz W. Using 3 data sources and methods to shape a nutrition campaign. *J Am Diet Assoc.* 1999; 99(6):717-22.
51. Rudd R, Goldberg J, William Dietz. A five-stage model for sustaining a community campaign. *J Health Commun.* 1999; 4(1):37-48.
52. Ohri-Vachaspati P, Lorge Rogers B, Kennedy E, Goldberg JP. The effects of data collection methods on calorie-expenditure elasticity estimates: A study from the

- Dominican Republic. Food Policy. 1998; 23(3):295-304.
53. Goldberg JP, Smith JA, Economos C. Dietary management of the “Old–Old”: An individualized approach. *Nutrition in Clinical Care*. 1998; 1(3):126-37.
 54. Porter D, Kris-Etherton P, Borra S, Christ-Erwin M, Foreyt J, Goldberg J, Nabors LO, Schwartz N, Lewis C, Layden W, Economos C. Educating consumers regarding choices for fat reduction. *Nutr Rev*. 1998; 56(5):S75-S100.
 55. Goldberg JP. The recommended dietary allowances: Can they inform the development of standards of academic achievement? *Applied Measurement in Education*. 1998; 11(1):97-105.
 56. Glanz K, Basil M, Maibach E, Goldberg J, 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(10):1118-26.
 57. Goldberg JP, Hellwig JP. Nutrition research in the media: The challenge facing scientists. *J Am Coll Nutr*. 1997; 16(6):544-50.
 58. Goldberg JP, Bailey SM, Lenart EB, 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(3 Pt 2):1075-84.
 59. Craig S, Goldberg J, Dietz WH. Psychosocial correlates of physical activity among fifth and eighth graders. *Prev Med*. 1996; 25(5):506-13.
 60. Kennedy E, Goldberg J. What are American children eating? Implications for public policy. *Nutr Rev*. 1995; 53(5):11.
 61. Lenart EB, Goldberg JP, Bailey SM, Dallal GE, Koff E. Current and ideal physique choices in exercising and nonexercising college women from a pilot athletic image scale. *Percept Mot Skills*. 1995; 81(3):831-48.
 62. Goldberg JP. Nutrition and health communication: The message and the media over half a century. *Nutr Rev*. 1992; 50(3):71-7.
 63. Goldberg J, Gershoff S, McGandy R. Appropriate topics for nutrition education for the elderly. *J Nutr Educ*. 1990; 22(6):303-10.
 64. Goldberg J, Mayer J. The white-house conference on food, nutrition and health 20 years later - where are we now. *J Nutr Educ*. 1990; 22(1):47-50.
 65. Bailey SM, Goldberg JP, Swap WC, Chomitz VR, Houser Jr RF. Relationships between body dissatisfaction and physical measurements. *Int J Eat Disord*. 1990; 9(4):457-61.
 66. Bailey S, Goldberg JP. Eating patterns and weight concerns of college women. *J Am Diet Assoc*. 1989; 89(1):95-6.
 67. Goldberg J, Gershoff S, McGandy R, Hartz S. The effectiveness of a television quiz show in providing nutrition information to the elderly. *J Nutr Educ*. 1989; 21(2):86-9.

68. Goldberg JP. Some community nutrition services in a Boston program. *J Am Diet Assoc.* 1973; 62(5):537-9.

Books

69. Goldberg JP. Dietary guidelines, food guidance, and diet quality. *The Handbook of Nutrition.* 2007
70. Bell AD, Tighe JPN, Goldberg JP. An evaluation of dietary guidance graphic alternatives. Final report to the U.S. Department of Agriculture, office of consumer affairs. 1992
71. Mayer, J, Goldberg, JP. Dr. Jean Mayer's diet and nutrition guide. New York: Pharos Books; 1990.

Book Chapters

72. Goldberg JP. Chernoff R. Cardiovascular disease in older adults. In: Chernoff R, editor. *Geriatric Nutrition* 4th ed. Massachusetts: Jones and Bartlett Learning; 2014. p. 277-290.
73. Goldberg JP, Peterson L. The role of communication in changing nutrition behaviors to promote healthy lifestyles. In: Rippe JM, editor. *Lifestyle Medicine* 2nd edition. Florida: CRC Press; 2013. p. 185-95.
74. Kennedy E, Hatfield D, Goldberg JP. Dietary guidelines, food guidance, and dietary quality in the United States. In: *Handbook of Nutrition*; 2012.
75. Goldberg JP. Nutrition and aging: The cardiovascular system. In: Chernoff R, editor. *Geriatric Nutrition.* Gaithersburg, MD: Aspen Publishers; 2006: 273-294.
76. Goldberg JP, Foltz SC. Dietary Guidelines 2005 and My Pyramid. In: Kennedy E, Deckelbaum R, editors. *The Nation's Nutrition.* Washington, DC: ILSI Press; 2007.
77. Goldberg JP and Hellwig J. Aging and the Cardiovascular System. Chapter revision In: Chernoff R, editor. *Geriatric Nutrition: The Health Professional's Handbook*, 2nd edition. Gaithersburg, MD: Aspen Publishers; 1999.
78. Owen A and Goldberg JP. Nutrition Communications. In: Owen A, Splett P, and Owen G, editors. *The Art of Delivering Nutrition Services in the Community*, 4th edition. Boston, MA: McGraw-Hill; 1998.
79. Goldberg JP. Introduction: Nutrition Education in the Elderly. In: Britten P, editor. *The Nutrition Idea Book.* Morgantown, West Virginia: West Virginia University Printing Service September; 1997.

Other

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