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## Experience

### 2011

*Consultant*

**Chickasaw Nation WIC Program**, Ada, Oklahoma. Created influence tools and training programs.

**Southwest Regional WIC Program**, Dallas, Texas. Developed influence training for three regional trainings.

**Save the Children**, Katmandu, Nepal. Conducted formative research and developed influence program to encourage education instead of marriage for girls and end domestic violence.

**Chickasaw Nation Medical Center**, Ada, Oklahoma. Conducting focus groups with clients to determine influence opportunities for greater client change.

**Massachusetts WIC program**. Developed videos and website ([gettingtotheheartofthematter.com](http://gettingtotheheartofthematter.com)) to share innovative assessment tools for use in WIC.

### 2010

*Consultant*

**Chickasaw Nation WIC program**, Ada, Oklahoma. Conducted focus groups with WIC clients. Developed innovative program that incorporates influence principles to increase WIC educator influence.

**Massachusetts WIC Program**. Conducted ethnographic research in three WIC clinics as part of a Special Projects VENA assessment grant.

**Academy of Educational Development (AED)**, Washington DC. Developing emotion-based focus group discussion guides for Ethiopian Commercial Sex Workers (CSW) and University students.

**Iowa Nutrition Network**, Des Moines, Iowa. Collaborated with staff on the development and testing of nutrition messages. Reviewed WIC agency applications for funding.

### 2009

*Consultant*

**Academy of Education Development (AED)**, Washington, DC. Developed emotion-based family health cards for Essential Services for Health in Ethiopia (ESHE) project.

**Save the Children--USA**. Training field staff in Nepal to identify emotion-based pulse points using projective techniques, conducted field study, and created gender behavior change curriculum.

**Massachusetts New Parent Initiative**. Boston, MA. Conducted focus groups with vulnerable mothers, physicians and social workers on domestic abuse, depression and infant bonding.

**Chickasaw Nation**, Ada, OK. Developing programs for MomCircle, an online and phone behavior change intervention. Developed Special Project grant to develop videos for WIC educators on how to be more influential change agents.

**Nestlé Nutrition**, Minneapolis, MN. Conducted interviews with parents of children using enteral feeding.

**Washington State Extension Service**, Olympia, WA. Developing concepts and grant for USDA funding.

## 2008

*Consultant*

**Massachusetts Women, Infants, and Children (WIC) program.** Conducted ethnographic research and focus groups with low-income program participants. Developed assessment tools for use in supplemental food program. Trained six pilot sites in how to use projective techniques to assess dietary behaviors.

**Chickasaw Nation Women, Infants, and Children (WIC) program,** Developing “Core Conversations” for use in MomCircle, a Word of Mouth program. Assisting with the development of intervention website. Collaborating with Penn State on program evaluation.

**Oklahoma State University,** Stillwater, OK. Conducted focus groups with low-income mothers to determine program needs.

**Washington State University.** Trained Extension staff to do emotion-based focus groups with a focus on projective techniques.

## 2007

*Curriculum developer &  
Focus group consultant*

**Academy for Educational Development (AED)** for the Pakistan Safe Drinking Water and Hygiene Promotion (US-AID) Project, Islamabad, Pakistan. Developed hygiene and safe water curriculum for fourth grade students in Pakistan.

*Consultant*

**Academy for Educational Development (AED)** for the Essential Health Services for Ethiopia (US-AID) Project, Addis Ababa, Ethiopia. Conducted preliminary interviews, provided behavior change training workshops, developed a student curriculum and teacher training.

**Chickasaw Nation WIC Program,** Conducted Word of Mouth qualitative research for behavior change program targeted at lower-income women.

**Wyoming WIC Program,** Assisted in the transformation of WIC nutrition education services from fact and logic to emotion-based approaches and materials.

*Focus group moderator*

**Virginia Cooperative Extension,** Blacksburg, VA, Conducted focus group research with Food Stamp Program

*& Consultant*

participants to determine their emotion and logic-based needs for program participant. Developed action-oriented recommendations and strategies for changing the program to better meet their needs.

**West Virginia Women, Infants and Children (WIC) program,** Charleston, WV, Conducted focus group research with WIC participants and staff to determine how WIC could be more influential in changing the behaviors of WIC clients. Assisting in the transformation of WIC nutrition education services from fact and logic to emotion-based approaches and materials.

*Consultant*

**AED,** Washington, DC. Created a template for international field staff to use when conducting emotion-based focus groups and developing Creative Briefs.

**Massachusetts Women, Infants and Nutrition (WIC) program**

Developed website featuring emotion-based materials, training tools, implementation tips and client-centered activities for WIC programs nationwide. ([www.touchingheartstouchingminds.com](http://www.touchingheartstouchingminds.com))

**Massachusetts Women, Infants and Nutrition (WIC) program**

Developed emotion-based materials and assisted with grant writing to secure funding for emotion-based nutrition assessment strategies.

**Mental Health Collective,** Minneapolis, MN.

Developed qualitative plan for assessing the perceptions of Imams on mental health issues and suicide among new American Muslims living in Minneapolis.

## 2006

- Focus group moderator & Consultant* **Chickasaw Nation, Ada, Oklahoma**  
Conducted focus groups and developed strategies for a Word of Mouth campaign targeting healthy eating and activity patterns of Chickasaw Nation citizens.
- Midwest Dairy Council and Iowa Nutrition Network.** Conducted focus groups to determine emotional “pulse points” of lower-income women related to food decisions and developed action-oriented recommendations for impacting milk purchasing decisions.
- Academy for Educational Development (AED) and the Ghana Sustainable Change Program, Accra, Ghana** Provided ten-day training on focus group moderation, projective techniques and campaign development to Ghana Sustainable Change Program staff. Training participants conducted and analyzed formative research in the field with men and women about birth control during the training and developed Creative Briefs.
- Consultant* **Indian Health Service, Washington DC.** Developed six culturally appropriate, emotion-based messages targeted at American Indians related to the Dietary Guidelines. Also conducted a field evaluation of the materials and developed presentations and staff training.
- Focus group moderator* **Novartis Nutrition, Minneapolis, MN**  
Conducted individual interviews with elderly women related to product packaging.
- Consultant* **Manoff Group Inc. and Save the Children CHANGE program**  
Providing technical assistance in formative research, message development and strategy development for obesity prevention program in selected US areas.
- Focus group moderator* **Massachusetts Department of Health Women, Infants and Children (WIC) Program**  
Developed training manual and website on how to use emotion-based messages and approaches with group and individual WIC counseling.
- Consultant* **Learning Zone, Owatonna, MN**  
Created emotion-based posters for national distribution to schools and health organizations.

## 2005

- Consultant* **Target Corporation, Minneapolis, MN**  
Developed 25 innovative strategies for impacting health and increasing sales at Target stores.
- AED and the Ghana Sustainable Change Project, Washington DC**  
Developing training manual for Ghana health promotion project.
- Massachusetts Department of Health.**  
Developed photojournalism promotional piece for peer breastfeeding program.
- HealthPartners Minneapolis, MN**  
Developed creative strategies for promoting Worksite Health Risk Assessment tool.
- Massachusetts Department of Health Women, Infants and Children (WIC) Program**  
Developed training manual on how to use emotion-based messages and approaches with group and individual WIC counseling.
- Massachusetts Department of Health Women, Infants and Children (WIC) Program**  
Developed materials and training manual targeted at obesity-related behaviors of Hispanic mothers.

## 2004

- Consultant* **Manoff Group and John Snow, Inc. (US-AID)** Interviewed key intervention leaders in Egyptian anemia prevention program in Cairo and developed summary report of program milestones
- Focus group moderator & Consultant* **Massachusetts Department of Health Women, Infant and Children (WIC) Program**  
Conducted focus groups and laddering exercises with WIC staff and clients. Identified emotional and direct benefits of mothers related to nutrition and physical activity behaviors. Developed 33 emotion-based messages for WIC clients and trained staff in how to provide emotion-based counseling.
- Minnesota Department of Health.** Conducted interviews and focus groups with mothers of young children and seniors to evaluate food safety brochures food safety brochures
- Virginia Department of Health.** Conducted focus groups with lower-income women over 40 to determine the emotion and logic-based benefits of low-income women related to cancer screening. Developed promotional brochure based on focus group findings.
- Consultant* **Inter Tribal Council of Arizona, Phoenix, AZ**  
Developed eight emotion-based messages for Women, Infants and Children (WIC) program

## 2003

- Consultant* **Manoff Group, Washington DC**  
Developed radio script for Save the Children program in Malawi targeted at adolescents on hygiene practices
- Focus group moderator & Consultant* **Massachusetts Department of Health Women, Infant and Children (WIC) Program**  
Conducted focus groups with WIC clients and educators. Developed and conducted ten interactive trainings based on focus group findings on how educators can be more effective behavior change agents
- Consultant* **Arizona Department of Health (Women, Infant and Children (WIC) Department)**  
Conducted focus groups with WIC clients, staff and directors; developed training program for WIC nutrition educators
- Academy for Educational Development (AED), Washington, DC**  
Provided training to health education leaders in Cape Town, South Africa using the CD-Cynergy Program developed by CDC.

## 2002

- Consultant* **Manoff Group, Washington DC.** Developed messages, communication strategies and taped scripts for adolescents in Malawi to prevent the spread of bilharzias, malaria and HIV/AIDS as part of a Save the Children project.
- Manoff Group, Washington DC.** Developed smoking cessation materials and curriculum for Egyptian adolescents and science teacher training program for USAID project
- Focus group moderator & Consultant* **Center for Disease Control and Prevention (CDC) Foundation, Atlanta, GA.** Conducted focus groups and developed brochures for parents and principals and teachers on how to increase activity levels of children in schools.
- Consultant* **Virginia Women, Infant and Children (WIC) program.**  
Wrote USDA grant for WIC development and evaluation project in collaboration with Virginia, Arizona and Illinois WIC programs.
- Novartis Nutrition,** Assisted in market research project.
- Bloomington Health Department, Minnesota**  
Conducted focus groups with parents to determine effective strategies for communicating information on teenage sex.

2001

*Consultant* Novartis Nutrition, Minneapolis, MN  
Conducted market research with health professionals to determine product preferences.

*Focus group moderator & Consultant* North Dakota Women, Infant and Children (WIC) program  
Conducted focus groups with WIC clients, educators and women eligible for program participation to determine how program barriers and enablers to WIC program participation.

*Consultant* **Virginia WIC program**  
Writing project proposal to receive USDA funding for Internet based and telephone hotline nutrition education interventions and evaluation.

**US-AID and John Snow, Incorporated**, Boston, MA (Work done in Egypt)  
Developed anemia and smoking prevention program, training manual for health educators and health education videos for Egyptian students and teachers.

*Focus group moderator & Consultant* **Minnesota Department of Health**, St. Paul, MN  
Conducted focus groups and interviews with new parents. Developed and tested hearing brochures in four languages for the Universal Newborn Hearing project. Interviewed thought leaders at major hospitals regarding how MDH could influence standards of care policies.

**Virginia Women, Infant, and Children (WIC) Program**  
Conducted six focus groups with WIC participants to determine message preferences. Developed emotion-based and logic based messages for testing. Created innovative implementation ideas for WIC programs nationwide. Tested concepts with clients using intercept interviews.

2000

*Consultant* **Manoff and John Snow, Inc.**  
Developed educators' guide for Egyptian health educators for use in an adolescent anemia prevention program.

American Heart Association, Dallas, TX  
Developed media kit for heart-check program of the American Heart Association Food Certification program.

Pillsbury, Minneapolis, MN  
Developed manual for software program.

Novartis, Minneapolis, MN  
Conducting ideation sessions to generate new products.

*Focus group moderator & Consultant* Second Harvest of Greater Minneapolis  
Conducted focus groups with donors and agency representatives.

*Consultant* Minnesota Food and Nutrition Network and University of Minnesota  
Developed brochure targeted at low-income mothers using advertising approaches.

1999

*Consultant* **US-AID and John Snow, Incorporated**, Boston, MA  
& *Consultant* Developed program activities and health educator guide for the Healthy Mother Healthy Child anemia prevention program targeted at adolescents in Upper Egypt.

**American Heart Association**, Dallas, TX  
Developed daily Health Hints for the AHA website.

**American Heart Association, Astra-Merck, and Wall Street Journal**  
Developed health lifestyle tips that appeared daily in the Wall Street Journal for two years.

1998-1999

*Focus group moderator & Consultant* **Fleishman-Hillard**, Minneapolis MN  
Conducted focus groups and developed "Tony's Time," an award-winning parent/child conflict resolution program for Tony's Pizza and Stand for Children.

**Novartis**, Minneapolis, MN  
Conducted paired interviews with health professionals related to food supplement needs.

*Consultant* **Eli Lilly and Company (Control Diabetes Services)**, Indianapolis, IN  
Developed programs and training program to assist managed care organizations in meeting NCQA requirements.

1998

*Consultant* **Blue Moon Productions**, Minneapolis, MN  
Provided content and communication expertise to development of an American Cancer Association video targeted at children.

1995-1998

*Focus group moderator & Consultant* **Control Diabetes Services, Inc.** Dallas, TX  
Conducted focus groups with people with diabetes and health professionals providing diabetes services. Developed innovative diabetes program to meet the needs and interests of clients with diabetes. Trained educators in communication techniques that increase effectiveness. Evaluated satisfaction of program with educators and clients.

*Consultant* **Minnesota Food and Nutrition Network and University of Minnesota**  
Collected secondary data related to low-income Minnesotans from local and national sources. Co-author of report titled "Nutrition Needs of Low-Income People in Minnesota."

**Pillsbury (Grand Metropolitan)**  
Developed unique nutrition publication targeted at registered dietitians.

1996

*Focus group moderator & Consultant* **Minnesota Department of Children, Families & Learning** Moderated focus groups with school aged children and parents about school lunches. Developed posters and newsletters for children, teachers and parents about school lunch. Trained state trainers in innovative ways to deliver nutrition education in Minnesota.

1991-1994

*Consultant* Indian Health Service/Native American Management Services, Washington DC Developed training sessions on cultural awareness, community building, and health/fitness-related topics for IHS professionals and para professionals.

**Centers for Disease Control and Prevention (CDC)**, Atlanta, GA  
Developed and delivered nationally distributed videoconference on work site health promotion.

**Just Help Yourself!**, Detroit, MI/ HealthPartners, Bloomington, MN  
Developed 14-page consumer brochure on nationally distributed diet plan.

**National Dairy Council**, Rosemont, IL  
Developed nutrition newsletters for parents of pre-school children as part of a nationally-distributed nutrition

curriculum.

**Pineapple Appeal**, Owatonna, MN

Developed video training script and supporting materials for professionals who teach people with limited-literacy skills. Also developed posters for teachers.

*Focus group moderator,* University of Minnesota School of Public Health, Minneapolis, MN  
*Program developer &* Developed needs assessment plan, objectives, characters, and story line for third-grade American Indian  
*Research coordinator* children participating in multi-site obesity-prevention research study.

1991-1994

*Focus group moderator,* University of Minnesota School of Public Health, Minneapolis, MN  
*Program developer &* Developed innovative cholesterol-reduction program targeted at women with limited  
*Research coordinator* literacy skills. Moderated focus groups with women who read at less than an 8th grade reading level. Trained paraprofessionals to deliver the program in an effective yet entertaining way. Modified the program into one-minute messages for delivery in the Family Nutrition program.

*Focus group moderator & Consultant* United States Department of Agriculture, Indian Health Services, and American Indian Health Care Association, Washington DC and St. Paul. Conducted focus group project to determine the opinions of American Indian and Alaska Native women on alcohol use during pregnancy. Results were used to develop nationally-distributed video on fetal alcohol syndrome prevention.

1992-1993

*Consultant* **American Heart Association (AHA-National)**, Dallas, TX  
Developed two consumer brochures explaining how to use the new nutrition label. Brochures are distributed by the Federal Drug Administration and AHA at national consumer information.

**McDonalds.** Assisted in the development of 15 Public Service Announcements shown to millions of children each Saturday morning on CBS. Provided content and activities for accompanying brochure and teacher guide.

1989-1991

*Focus group moderator,* **University of Minnesota School of Public Health**, Minneapolis, MN  
*Program developer &* Developed the Fleischmann's Cholesterol Management Program, a nationally-  
*Research coordinator* distributed program targeted at work site employees. Coordinated focus groups, trained educators and collected data.

1983-1991

*Community Program Specialist,* **University of Minnesota School of Public Health**, Minneapolis, MN  
Developed patient education materials for a cholesterol-lowering program implemented through physician offices. Trained nurses and office staff to deliver nutrition messages effectively. Assisted in the evaluation of the program and materials. Developed smoking prevention, exercise, and nutrition education programs and materials as part of National Institute of Health (NIH) community research study.

Education

1976 M.S., Mississippi University for Women, Columbus, MS

1973 B.A., St. Olaf College, Northfield, MN

Memberships

Qualitative Research Consultant Association (QRCA)  
American Dietetic Association (ADA)  
Society for Nutrition Education (SNE)

