

Presentations

McCarthy, P.

- “Tapping into the Power of Influence.” Navajo Nation WIC, Farmington, NM, September 20-21, 2011.
- “Getting to the Heart of the Matter.” Chickasaw Nation WIC, Sulfur, OK, September 15, 2011.
- “Tapping into the Power of Influence.” Nevada WIC, Reno and Las Vegas, NV. September 6-7, 2011.
- “Tapping into the Power of Influence.” Choctaw Nation, Durant, OK. August 9-10, 2011.
- “Tapping into the Power of Influence.” Society for Nutrition Education, Kansas City, MO, July 24, 2011.
- “Getting to the Heart of the Matter.” Arizona WIC, Phoenix, AZ. July 18-19, 2011.
- “Tapping into the Power of Influence.” Dallas WIC, Dallas, TX May 23-23, June 29-30, August 15-16, 2011.
- “Tapping into the Power of Influence, North Carolina WIC, Raleigh June 21-22, Hickory June 23-24, 2011.
- “Tapping into the Power of Influence.” Michigan WIC conference, Grand Rapids, MI, April 19, 2011.
- “Tapping into the Power of Influence.” Kansas WIC Conference, Topeka, Kansas, March 29, 2011.
- “Getting people to Yes!” The Art and Science of Health Promotion Conference, Colorado Springs, CO, March 24-25, 2011.
- “Tapping into the Power of Influence” Arizona leadership (Feb 7-8) and WIC educators (Feb 9-10), Phoenix, AZ.
- “Getting to the Heart of the Matter: How to Connect with clients for change.”
Minnesota WIC (Ramsey and Olmsted County), September 27-30, 2010.
- Tipton, D and Merriman, C. “Tapping into the Power of Influence” National WIC Association, San Diego, CA. September 21, 2010.
- “Waking the dream: How be a Dream Donnector” Tri-county (Denver) Public Health Department, Denver, Colorado. September 9-10, 2009.
- “Waking the dream: How to be a more effective behavior change agent.” Isletta Pueblo, New Mexico. August 27-28, 2009
- Merriman, C, Tipton, D and Newport, M. MomCircle: Waking the dream by connecting moms for change. National WIC Association, Nashville, TN May 26, 2009.
- “How to identify emotional pulse points using projective techniques.”
Thurston County Public Health Department, Olympia, WA, December 16-18, 2009.
- “Sweet dreams: Connecting hopes and dreams to change lives.” Indiana WIC, Indianapolis, In, September 10, 2009.
- “Behavior change strategies for innovative WIC educators.” Montana WIC, Butte and Billings, MN, September 16-17, 2008.
- “Using emotion to change lives.” North Georgia WIC Association, Dalton, GA, August 13-14, 2008.
- “How to use emotion to change behaviors.” The University of Minnesota Summer Institute, Minneapolis, MN, July 30, 2008.
- “Dream Connector: Using Hopes and Dreams to Change behaviors” and “Hooked on a Feeling.” Texas WIC Annual Conference, Austin, Texas, July 7- 8, 2008.
- “Hooked on a feeling” and “What’s love got to do with it.” Oklahoma Expanded Food and Nutrition Education Program Annual Meeting, Oklahoma City, OK, June 12, 2008.

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"Heard it through the Grapevine: The Chickasaw Nation Word of Mouth Program" and The Hopes and Dreams of WIC Clients" National WIC Association Meeting, Minneapolis, MN. May 27-28, 2008.

"Dream maker: How to connect hopes and dreams with behavior change. Illinois WIC Annual Meeting, Springfield, IL. May 6, 2008.

"Core Conversations" Navajo Nation Annual WIC conference, Albuquerque, New Mexico. April 28-29, 2008.

"How to be influential: Simple ways to be an effective change agent." Shaping a Healthy Future IV: A Rocky Mountain conference. April 25, Jackson, Wyoming.

What's love got to do with it? Idaho Women, Infants and Children (WIC) program, Annual Meeting, April 15-16, Boise, Idaho.

Dream Maker: How to connect hopes and dreams with action. Virginia Expanded Food and Nutrition Education Program Annual Meeting, April 8, 2008, Charlottesville, VA.

Making magic happen: Critical thinking in the WIC clinic. Oklahoma Women, Infants and Children (WIC) Annual Meeting, February 6, 2008, Oklahoma City, OK.

Hooked on a feeling: How to harness emotions for behavior change. Indian Health Service 2008 Combined Councils Meeting, February 4, 2008, San Diego, CA.

Harnessing emotions to harvest behavior change. Expanded Food and Nutrition Education Program State Conference, October 9, 2007, Athens GA.

The West Virginia WIC program transformation. September 12, 2007, Charleston, WV.

The Wyoming WIC Revolution: Transforming business to transform lives. August 28-30, Lander, WY.

Harvesting emotions for behavior change in the new IHS materials. IHS Nutrition Conference and Native American WIC Conference, Albuquerque, NM August 21-22.

How to harness emotion for behavior change. Iowa Barn raising Public Health Conference, Des Moines, August 2, 2007.

Educators are from Venus; Clients are from Mars: How we can work together for change. Society for Nutrition Education Annual Meeting, Chicago, July 27, 2007.

"Hooked on a feeling." Indiana WIC State Conference, Indianapolis, IN, June 6, 2007.

"Touching hearts to change lives: Harnessing the power of emotion" and "What's love got to do with it?: Getting to the heart of the matter." Colorado State WIC Conference, Denver, Colorado, Thursday, May 31, 2007.

Centers for Disease Control and Prevention (CDC) Fruit and Vegetable monthly phone conference, May 22, 2007.

"Hooked on a feeling: Harnessing the power of emotions to change behaviors." North Carolina, Virginia and West Virginia Cooperative Extension, Raleigh, North Carolina, May 15, 2007.

"Hooked on a feeling: How to use emotions in behavior change communication. Pakistan Safe Drinking Water and hygiene Promotion Project (US-AID; AED), Islamabad, Pakistan, May 8, 2007

"Hooked on a feeling: How emotion changes behaviors. Idaho Dietetic Association Annual Conference, Coeur d' Alene, Idaho, April 19, 2007.

"Hooked on a feeling. SIRCLE Group, Burlington, Iowa. March 21, 2007.

"Touching hearts to change lives: Harnessing the power of emotion." California Diabetes & Pregnancy Program, Vallejo, California, March 8, 2007.

"Touching hearts to change lives: Harnessing the power of emotion." Washington State All Extension Conference 2007, Spokane, Washington, March 7, 2007.

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“How to develop emotion-based messages that change lives.” Delaware Cooperative Extension, January, 29, 2007.

“What’s love got to do with it: How to harness emotions to change behaviors.” Cornell University Cooperative Extension Annual Meeting, November 14, 2006.

“What’s love got to do with it?” Iowa WIC Conference, Des Moines, Iowa October 24, 2006.

“Using emotion to change behaviors” Food and Nutrition Message Task Force, Washington DC, September 26, 2006.

“Hooked on a feeling: The Touching Hearts Touching Minds project.” National WIC Association, Phoenix, AZ September 20, 2006.

“Hooked on a feeling: Using emotions to change behaviors.” Maine Nutrition Network Annual Meeting, September 13, 2006.

“Hooked on a feeling: Using emotions to change behaviors.” Society for Nutrition Education, San Francisco, CA. July 15, 2006

Kallio, J. “Hooked on a feeling: Using emotion-based approaches to change behaviors. Annual Meeting of the Association of State & Territorial Public Health Nutrition Directors (ASTPHND), Seattle, TX, June 12, 2006.

Kallio, J. and Tuttleman, J. “Hooked on a feeling: Harnessing the power of emotion to change behaviors.” National NWA Annual Meeting, Houston, TX May 2, 2006.

“Touching hearts to change lives: harnessing the power of emotion.” Minnesota Dietetic Association Annual Meeting, Alexandria, MN April 27, 2006;

“Hooked on a feeling: How to use emotion to change behavior.” Food and Nutrition National Nutrition Education Conference, Washington DC, September 14, 2005.

“Hooked on a feeling: How to harness emotions to change behaviors.” National Indian and Native American WIC Coalition Conference. Tempe, AZ. August 30, 2005.

“Touching hearts to impact lives: Harnessing the power of emotion to change behaviors.” Society for Nutrition Education, Orlando, FL. July 25, 2005

“Using projective techniques to get richer, deeper qualitative data.” University of Minnesota Public Health Institute. Minneapolis, MN May 25, 2005.

“Touching hearts to change lives: How to harness the power of emotion.” California WIC Association, Oakland, CA. April 17, 2005.

“Touching hearts and minds to change behaviors” Massachusetts Women, Infant and Children (WIC) program. Framingham and Springfield, November 16-18, 2004.

“Top three ways to change behaviors” “What do clients really want from nutrition educators?” and “Heart to Heart: Gentle talking with clients about sensitive topics.” MCH Obesity: Strategies and Implications. Jackson Hole, WY. May 14, 2004.

“Influence or Regulation?: The Management Evaluation Team Challenge” MA WIC, Boston, MA. May 7, 2004.

“Focusing on the future” Navajo Nation WIC program, Farmington, New Mexico January 14, 2004.

“Top ten ways to change behaviors” Massachusetts Women, Infant and Children (WIC) State Meeting, Boston, MA, December 11, 2003.

“A practical guide to changing client behaviors” Inter Tribal Council of Arizona, Inc. Phoenix, AZ September 28-29, 2003.

“Preventing Rigor Mortis in Nutrition Education: Practical tips for the creative nutrition educator. New Orleans, Louisiana. July 24, 2003.

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"From Glazed eyes to Warm Smiles: How to be an Effective Change Agent." Massachusetts WIC training, Framingham, MA. June 27, 2003

"From Glazed eyes to Warm Smiles: How to be an Effective Change Agent." 23rd Annual Nutrition Education Conference, Tucson, AZ. June 24, 2003

"Harnessing the power of emotion to revolutionize WIC nutrition education." Massachusetts WIC training, Framingham, MA. April 30-May 1.

"How to be a person of influence" North Dakota Nutrition Council Nutrition Conference, Bismarck ND June 5, 2003

"What's love got to do with it? Harnessing the power of emotion to transform diabetes education." Northwest Diabetes Educators Annual meeting, Duluth, MN. May 9, 2003.

"Harnessing the power of emotion to maximize behavior change." Allina Diabetes Care and Education Group, Minneapolis, MN, September 26, 2002.

"Heart and Soul: The secret of revolutionary customer service" and "What's love got to do with it?: How to communicate sensitive messages" Washington State WIC conference, Seattle, WA, October 15, 2002.

"How is WIC like a Chevy?: Using projective techniques to discover truths about clients" and Hear and soul: The secret of revolutionary customer service." National WIC Annual meeting, Phoenix, AZ, September 12, 2002.

"What's love got to do with it? Harnessing the power of emotion to transform diabetes education." HealthPartners, Minneapolis, MN June 27, 2002

"What's love got to do with it? Targeting emotions in health promotion messages. Annual Social Marketing conference, Tampa, FL. June 21, 2002

Raimondi, MP "Ideas to Go: McLessons on Social Marketing. National Association of WIC Directors, Minneapolis, MN, May 14, 2002.

Raimondi, Lansing, Powers, Cairnes, and Moores. "Get off the bench and Get Yourself a Talent Team" Minnesota State Dietetic Meeting, Duluth, MN April 25, 2001

"What's love got to do with it? Harnessing the power of emotion to transform diabetes education." Minnesota Diabetes Educators Annual Meeting, St. Paul, MN, May 10, 2002.

"What's love got to do with it? Communicating sensitive messages effectively." Nebraska WIC Annual Meeting, Kearney, NE, April 30, 2002.

"Confessions of a Reformed Dietitian." University of Minnesota, St. Paul, MN. November 6, 2001.

"Bridging the Gap: How to connect using emotional messages" and "How to answer questions in 30 seconds or less." Maine 2001 WIC Annual Meeting, Lewiston, MA. October 29, 2001.

"Future Trends: Here we come, ready or not." and "Nutrition Education and WIC: What's love got to do with it?" Wisconsin 2001 WIC and Nutrition Annual Conference, Wisconsin Rapids, WI, June 28, 2001.

"Fanning the flames of creativity: Transforming WIC for the new millennium" and "Becoming a client magnet: 15 sure-fire ways to connect with people and change behaviors." Virginia Division of Chronic Disease Prevention/Nutrition Annual Conference, Roanoke, VA, April 18, 2001.

"Bridging the Gap: 15 Sure-Fire Ways to Connect with Clients and Change Behaviors" and "How to Answer questions Simply and Directly in 30 Seconds or less." Annual Michigan WIC Conference, Lansing, MI, April 2, 2001.

"Operation Big Ears: Listening and Learning from our Clients" and "Bridging the Gap: 15 Surefire ways to connect with clients and change behaviors." MI State WIC meeting, Lansing, MI, September 21, 2000.

"Operation Big Ears: Listening and Learning from our Clients." State WIC meeting, Minneapolis, MN August 29, 2000.

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Susanne Gregory, and Anne Hauber. "Fanning the Flames of creativity."
Annual Meeting of the Society for Nutrition Education, Charleston, SC, July 23, 2000.

MP Raimondi, "Project Big Ears: Using intercept interviews to listen to your clients." Virginia WIC program, Richmond, VA, May 31, 2000.

"Proposals that get attention" Minnesota Dietetic Association Annual Meeting, Rochester, MN, May 4, 2000.

"Bridging the Gap: 15 Sure-fire ways to connect with your clients and change behaviors" Alabama Department of Public Health WIC Conference, Birmingham, AL, February 25, 2000.

"Bridging the Gap: 15 Sure-fire ways to connect with your clients and change behaviors" and "How to answer questions in 30 seconds or less." Minnesota WIC Fall Workshop, Minneapolis, MN, September 29, 1999.

"Bridging the Gap: 15 Sure-fire ways to connect with your clients and change behaviors" and "Preventing Rigor Mortis in Nutrition Education" and "How to answer questions in 30 seconds or less." Milwaukee Area WIC Program Nurses and Dietitians, Milwaukee, WI, September 29-30.

"Bridging the Gap: 15 Sure-fire ways to connect with your clients and change behaviors." Montana Expanded Food and Nutrition Program and the Food Stamp Food Nutrition Program, Bozeman, MT, November 18, 1998.

Preventing Rigor Mortis in Nutrition Education: Techniques and Attitudes for the Creative Nutrition Educator. Wisconsin Dietetic Association, Stevens Point, September 11, 1998.

Crossing the Chasm: How to touch the hearts, minds, and lives of clients. Minnesota Department of Children, Families and Learning, St. Paul, MN. July 9, 1998

Preventing Rigor Mortis in Nutrition Education: How to be Creative! Minnesota Dietetic Association, Brainerd, MN, April 30, 1998.

Preventing Rigor Mortis in Nutrition Education: Techniques and Attitudes for the Creative Nutrition Educator, Alabama Public Health Department State WIC meeting, Birmingham, Alabama, February 5, 1998.

Report to the Minnesota Food and Nutrition Network: Nutrition Needs of Low- Income People in Minnesota. Presented at the Strategic Planning workshop of the Minnesota Food and Nutrition Network, Minneapolis, MN, October 22, 1997.

Creativity for 5-A-Day. Presented at the State 5-A-Day meeting, Illinois Department of Public Health, Springfield, IL, June 24, 1997.

How to Use Projective Techniques. MO State Dietetic Meeting, Columbia, MO, April 24, 1997.

Developing High Impact Nutrition Messages for the Grab 'n Go Generation. Presented at the Building Bridges of Care for Aging Well Conference of the Minnesota Nutrition Council, Minneapolis, MN, March 7, 1997.

Preventing Rigor Mortis in Nutrition Education: Techniques & Attitudes for the Creative Nutrition Educator, National Association of WIC Directors Annual Conference, Houston, TX, December 9, 1996.

S. Shepherd. Driving Your Point Home: Strategies for Creating High-Impact Nutrition Messages. Presented at the 1st World Congress on Calcium and Vitamin D in Human Life, World Health Organization, Rome, Italy, October 10, 1996.

101 Ways to become a more Effective Nutrition Educator and Preventing Rigor Mortis in Education. Presented to the nutritionists of the New Jersey Women, Infants, and Children (WIC) program, Princeton, NJ, July 29, 1996.

Shepherd, S. Driving Your Point Home: Strategies for Creating High-Impact Nutrition Messages. Presented at the Annual Meeting of the Society for Nutrition Education, St. Louis, MO, July 22, 1996.

101 Ways to become a more Effective Nutrition Educator and Preventing Rigor Mortis in Nutrition Education. Presented to the Texas Department of Health, Austin, TX, June 26-27, 1996.

Preventing Rigor Mortis in Nutrition education: Techniques and Attitudes for the Creative Nutrition Educator. Presented at the New Jersey State Dietetic Association Annual Meeting, Long Branch, NJ, May 28, 1996.

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Don't be leery of queries! and Creative approaches to effective verbal health communications. Work site wellness directors at the Seventh Annual Heart at Conference of the American Heart Association, Minneapolis, MN, March 25, 1996.

101 ways to be a more effective communicator. Presented to health promotion staff of Hennepin County, Minneapolis, MN, Feb 7, 1996.

Preventing Rigor Mortis in nutrition education: How to be creative. Presented to the South Central District Dietetic Association, Mankato, MN, November 17, 1995.

Nutrition: Making a difference in the work site. Satellite video conference from the Centers for Disease Control and Prevention. Atlanta, GA. October, 1995.

Preventing Rigor Mortis in Health Promotion: Exercises to increase creativity. Presented to the health promotion staff of HealthPartners, Minneapolis, MN, September 20, 1995.

Relating to parents: Practical communication tips for educators. Presented to Early Childhood Education Inservice, Minneapolis, MN, August 28, 1995.

Preventing Rigor Mortis in nutrition: Techniques to become more creative. Presented to the Arizona Dietetic Association Annual Meeting, Phoenix, AZ, June 8, 1995.

How to be a successful and effective nutrition educator. Presented to dietitians and nurses of the Nashville Area of the Indian Health Service, Albuquerque, NM, May 8, 1995.

How to create Raving Fans. Presented to dietitians and paraprofessional of the Montana Expanded Food and Nutrition Education Program. Bozeman, MT, May 9, 1995.

How to stretch your entrepreneurial wings. Presented at the Annual Meeting of the Minnesota Dietetic Association, St. Cloud, MN, May 4, 1995.

101 ways to be a more effective nutrition educator. Presented to nutritionists and paraprofessionals of the Navajo Nation WIC program, Albuquerque, NM, April 20, 1995.

101 ways to communicate nutrition messages more effectively to adults. Presented to dietitians, home economists, and teachers at nutrition seminar XII, South Dakota State University, Brookings, SD, March 29, 1995.

Motivating change...More than facts. Presented to dietitians, home economists, and food writers at the Annual Conference of the Dairy Council of Arizona, Tempe, AZ, October 28, 1994.

Innovative ways to deliver one-minute nutrition messages. Presented to the Family Nutrition Program Nutrition Education Assistants: Benson, October 25, 1994, St. James, December 12, 1994, Anoka County, December 12, 1994, Virginia, February 13, 1995, Owatonna, March 20, 1995, Onamia, September 27, 1995, Minneapolis, April 17, 1995.

How to be an effective nutrition educator. Presented to Indian Health Service, WIC and EFNEP nutritionists and dietitians, Bismarck, ND, June 28-29, 1994.

Fitting our message into their world: nutrition education for the 90's. Presented to WIC and UMASS Cooperative Extension System nutritionists and dietitians. Sturbridge, MA, May 23, 1994.

Meeting the needs of diverse and low-literate clients. Presented to the field staff of the Expanded Food and Nutrition Education program and the Family Nutrition Program, state meeting, St. Paul, MN, April 12, 1994.

Innovative nutrition education. Presented to Indian Health Service nutritionists and dietitians. Gallup, NM, February 22-23, 1994.

Nutrition education for low-literacy audiences. Presented to the Minnesota Nutrition Council, January 20, 1994.

Teaching non-English speaking/low-literacy clients. Presented at the National WIC Nutrition Services Conference of the US Department of Agriculture Food and Nutrition Service, Denver, CO, August 9-10, 1993.

Taylor G, Kilgore C. 5 a day for Better Health. Presented at the 75th Annual Meeting of the Minnesota Dietetic Association, Minneapolis, MN, May 7, 1993.

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Krueger R. Meeting your clients needs: How to use and conduct focus groups. Presented to physicians, nurses, dietitians, and administrators of the Indian Health Service, Gallup, NM, March 23-25, 1993.

Active participation in nutrition counseling sessions: the how and why. Presented at the Mid-Atlantic regional networks conference, Princeton, NJ, September 18, 1992.

Principles of effective nutrition education. Presented at a seminar sponsored by the Independent Study Program, University of Minnesota School of Public Health, Minneapolis, MN. July 21, 1992.

Effective communication techniques for innovative nutrition educators. Presented to the field faculty of the University of Minnesota, Minneapolis, MN, May 8, 1992.

Communicating nutrition messages effectively to adults. Presented at a seminar sponsored by Indian Health Service, Albuquerque-Navajo-Phoenix IHS tri-state meeting, Albuquerque, NM, February 12, 1991.

An effective work site cholesterol management program. Presented at a seminar sponsored by the Division of Health Promotion and Education, Minnesota Department of Health, Minneapolis, MN, December 3, 1991.

Results of the Fleischmann's Cholesterol Management Program. Presented at a press conference in Phoenix, AZ, November 13, 1991.

Applying the principles of adult education to nutrition counseling. Presented at the March of Dimes seminar coordinated by the Arizona Department of Health Services, Flagstaff, AZ, September 26, 1991 and Phoenix, AZ, September 25, 1991.

How to evaluate nutrition education materials. Independent Study Program, University of Minnesota School of Public Health, Minneapolis, MN, July 17, 1991.

Health Talk and You. Channel 17 Health Education Program, Minneapolis, MN, December 18, 1990.

Wise Weighs Instruction on implementing a weight management/nutrition education program. Wellness Coordinator advanced training session Federal Bureau of Prisons. Salt Lake City, UT, May 23, 1990.

Taking the confusion out of cholesterol management. Faribault Technical Institute, Faribault, MN, June 8, 1989.

Eating to your Heart's Content. Executives of the 3M Company, Bloomington, MN, June 9, 1989.