

“Changing Behaviors, Changing Waistlines: Understanding Consumers’ Mindset to Achieve a Healthy Weight”

An IFIC Foundation and C-FARE Webinar
July 13, 2011

References, Resources and Speaker Biographies

References from Christiane Schroeter, PhD - California Polytechnic State University

- Cash, S.B. and Schroeter, C. (2010, 3rd Quarter). Behavioral Economics: A New Heavyweight in Washington? *Choices*, 25(3), 38-41.
- Downs, J.S., Loewenstein, G., and Wisdom, J. (2009a). Strategies for promoting healthier food choices. *American Economic Review: Papers and Proceedings of the One Hundred Twenty-First Annual Meeting of the American Economic Association*, 99(2), 159-64.
- Downs, J.S., Loewenstein, G., and Wisdom, J. (2009b, November 12). Eating by the numbers. *New York Times*.
- Ehmke, M. D., Warziniack, T., Schroeter, C., and Morgan, K. (2008). Applying experimental economics to obesity in the family household. *Journal of Agricultural and Applied Economics*, 40(2), 539-549.
- Just, D.R., and Wansink, B. (2009, 3rd Quarter). Smarter lunchrooms: Using behavioral economics to improve meal selection. *Choices*, 24(3).
- Morrison, R.M., Mancino, L. and J.N. Variyam. Will Calorie Labeling in Restaurants Make a Difference? *Amber Waves* 9(1), 10-17.

Additional Resources from Christiane Schroeter, PhD - California Polytechnic State University

- Cal Poly, Science through Translational Research in Diet and Exercise (STRIDE).
<http://stride.calpoly.edu/index.html>
- Cornell Center for Behavioral Economics in Child Nutrition Programs.
<http://ben.dyson.cornell.edu/>
- Loewenstein, G. and Ubel, P. (2010). Economics behaving badly. *The New York Times*, July 14.
- Thaler, R.H., and Sunstein, C.R. (2008). *Nudge: Improving decisions about health, wealth, and happiness*. New York: Knopf.
- Wansink, B. (2006). *Mindless eating – why we eat more than we think*. New York: Bantam-Dell.

References from Molly Gee, MEd, RD, LD - Baylor College of Medicine

- Britt, E, et al. Motivational interviewing in health settings: a review. *Pt Educ and Counseling*, 53 (2004) 147-155.
- Delahanty, L and Nathan, D. *J Am Diet Assoc*. 108(4 Suppl 1):S66-72, 2008.
- DiLillo, V, et.al. Incorporating motivational interviewing in behavioral obesity treatment. *Cogn Behav Pract*, 10:120-130, 2003.
- Look AHEAD Research Group. *Controlled Clin Trials*, 2003.
- Wadden T, et.al. *Obesity* 2009 Jan 29.

Additional Resources from Molly Gee, MEd, RD, LD - Baylor College of Medicine

- Miller, W and S. Rollnick. *Motivational Interviewing. Preparing people for change* (2nd edition) New York: Guilford Press, 2002.
- Motivational interviewing www.motivationalinterview.org
- Rollnick, S, et al. *Motivational Interviewing in Health Care*. New York: Guilford Press, 2008.

“Changing Behaviors, Changing Waistlines: Understanding Consumers’ Mindset to Achieve a Healthy Weight”

An IFIC Foundation and C-FARE Webinar
July 13, 2011

Speaker Biographies

Christiane Schroeter
California Polytechnic State University
Agribusiness Department
E-mail: cschroet@calpoly.edu



DR. SCHROETER completed a Bachelor's degree in Foods and Nutrition and a Master's degree in Food Economics at the University of Giessen, Germany.

During her graduate studies in Germany, she was selected for a Fulbright Scholarship to study at Kansas State University, where she completed the Master's program in Agricultural Economics. She graduated with her Ph.D. in Agricultural Economics from Purdue University. Her dissertation research employed a microeconomic framework to determine the impact of food price and policy changes on obesity and won the Outstanding Dissertation award.

Dr. Schroeter acquired seven years of business experience in positions with Kellogg's, Kraft Foods, and Novartis. In those positions, she was responsible for applying retail marketing techniques and communicating with sales personnel and consumers.

In 2009, her publication in the Journal of Health Economics was selected as the Best Economics Paper in Food Safety and Nutrition by the Agricultural & Applied Economics Association. Her 2010 Choices publication on Behavioral Economics has been selected to receive the Outstanding Article Award-Honorable Mention by the Agricultural & Applied Economics Association.

Dr. Schroeter's research interests include Agribusiness Marketing, Consumer Research and Health Economics. Currently, she teaches Global Agricultural Marketing, Food Retail Management, and Agribusiness Marketing Planning.

Molly Gee
Managing Director
Behavioral Medicine Research Center
Baylor College of Medicine
E-mail: mgee@bcm.edu



MOLLY GEE, MEd, RD, LD is a Registered Dietitian and communications consultant with more than 25 years experience in health/nutrition communications and the clinical management of obesity. She has been widely quoted in the media, including USA Today, the New York Times, Readers Digest, Los Angeles Times, Self, Real Simple, Weight Watchers and Allure. She has served as a media spokesperson or consultant to industry, trade associations, government agencies and pharmaceutical companies.

From 1992 to 2001, Molly reported on nutrition and health on KTRK-TV, the ABC network affiliate in Houston. Prior to health reporting, she was the nutrition expert on “Good Morning Houston.”

Currently, Molly is the Managing Director of the Behavioral Medicine Research Center at Baylor College of Medicine. She is the Program Coordinator for Look AHEAD, a NIH multi-center clinical trial examining the cardiovascular benefits of sustained weight loss in people with Type 2 diabetes. She serves on the national Retention Committee for the study.

In recognition of her dedication and contributions to dietetics, Molly received the American Dietetic Association’s (ADA) Medallion award in 2004. In addition to being on the ADA board of directors from 1995 to 2001, she was its treasurer in 2000-2001. She is the co-founder and past chair of the ADA’s Weight Management Dietetics Practice Group (DPG) and is past Chair of the Diabetes Care and Education DPG. In 2009, Molly received the Excellence in Weight Management Outcomes Research Award from the Weight Management DPG.

She is a member of the expert work group for adult weight management and nutritive and non nutritive sweeteners for ADA’s Evidence Analysis Library. She serves as Chair of Commission on Dietetic Registration’s (CDR) Weight Management Certificate Committee and as faculty for the Weight Management Certificate Workshop. Molly has been a member of many other professional associations and served on the Board of Directors of the American Heart Association in Houston. Molly co-authored the 2009 Honest to Goodness Diet with Olympic Gold Medalist, Mary Lou Retton.

Molly holds a MEd in Allied Health Education from Baylor College of Medicine/University of Houston. She completed her dietetic internship at Oklahoma State University and received a BS in dietetics from the University of Houston.