

## Lauren Tobey, MS, RD

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### Nutrition and Public Health Manager and Coordinator

Over 15 years of experience on local, state and national projects and partnerships.

#### *Notable areas of expertise:*

- Federal Nutrition Programs
  - Health Website Design
  - Public Speaking
  - Grant Writing
  - Project Management and Coordination
  - Social Marketing
  - Legislative Relations
  - Health Literacy
  - Programming with Limited Income Populations
  - Social Media
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### Professional Experience

OREGON STATE UNIVERSITY EXTENSION SERVICE  
Family & Community Health Nutrition Education Program (NEP)  
College of Public Health & Human Sciences

#### **Program Coordinator, Special Projects**

**6/11-Present**

Moved from full-time to part-time employment led to a focus on coordinating and managing special projects with the aim of making those projects national success stories in SNAP-Ed (Supplemental Nutrition Assistance Program – Education).

#### **Overview:**

Coordinate and manage all aspects of the statewide research based Food Hero multi-channel social marketing campaign. Food Hero began as a pilot research project in four counties in 2009 funded largely by an initiative of the Oregon Governor. The campaign has grown extensively including now being delivered in all Oregon counties and in Spanish and English and a movement toward affecting more layers of the social-ecological model.

Notable duties include:

- Hiring and managing the marketing firm and graphic designer/photographer including extensive engagement on all aspects of the annual media buy (i.e. targeting, design, USDA approvals) and media creative (<https://www.foodhero.org/media/media-center>) and Food Hero Monthly development (<https://www.foodhero.org/monthly-magazine>).
- Managing and conceptualizing the fully research based [www.FoodHero.org](http://www.FoodHero.org) website and social media sites (Facebook, Twitter and Pinterest), including working closely with the contracted web designer and team of educators who develop content for the sites.
- Management of the research arm of Food Hero including keeping up to date with all relevant literature, assisting in the design, training and execution of evaluation projects with the evaluation team, and leading the writing of research articles and delivering presentation on results regularly.

Lead on Curriculum and nutrition materials selection and review.

Manager of dietetic student workers. The process to become a NEP student worker is highly competitive and students are considered full members of our team and given high level duties and responsibility with the aim of helping to create future leaders in nutrition.

Lead Oregon contact for assistance with USDA SNAP-Ed program guidance interpretation. Work daily with state NEP team members and County faculty/staff to assure budget and guidance compliance.

Serve on state and national level committees and projects.

Speak regularly at meetings about specific NEP projects. Most recently areas of focus have included social media and public health and social marketing.

***Program Coordinator Oregon SNAP-Ed and EFNEP***

***4/06-6/11***

During my time coordinating SNAP-Ed and EFNEP (Expanded Food and Nutrition Education Program) NEP expanded to all Oregon counties, more than doubled in budget (to nearly 6 million dollars annually) and programming became fully research driven and standardized statewide. Additionally the program began to focusing more on levels of the social ecological model beyond the individual.

**Overview:**

Notable duties included:

- Coordinating statewide programming (budget and program operation) to assure fiscal and programmatic compliance with federal guidance and the Oregon annual plans in conjunction with county faculty, classified staff, county staff chairs, IRB Research Office, College of Health and Human Sciences faculty, Extension Administration and NEP State Team.
- Lead on statewide nutrition education materials and curriculum review, selection, and development and most research projects.
- Work with NEP State Team members to provide guidance to local NEP Units all Oregon counties.
- Train County faculty and staff in preparing plans, choosing program delivery sites, and writing and managing budgets and reports.
- Manage, and coordinate development and evaluation of the Food Hero social marketing campaign.
- Co-author of Growing Healthy Kids gardening curriculum.
- Development of a County program review protocol.
- Vision for creating positions for dietetic students that aim to make them future leaders in the dietetic profession. And then management and mentorship of those students and of dietetic interns from various internships around the country.
- Serve on state and national level committees.
- Guest lecturer in nutrition and public health classes.

**AMERICORPS VISTA**

Oregon Food Bank – Washington County Services

***Nutrition Education Coordinator***

***7/05-4/06***

The experience with AmeriCorps VISTA and the Oregon Food Bank allowed me to gain a deeper understanding of limited income populations and the food pantry system.

**Overview:**

Created and delivered nutrition education program including curriculum development, partner generation, class delivery and evaluation plan. The class focused on food access and nutrition bringing the harvest from the garden to the table and was a partnership with the garden coordinator.

UNIVERSITY OF ILLINOIS, URBANA-CHAMPAIGN

**Registered Dietitian, McKinley Health Center and SportWell Center** 8/03-7/05

Counsel University students including recreational and varsity athletes on such issues as diabetes, cholesterol, sports nutrition, weight loss and gain, eating disorders and vegetarianism. Guest lecturer for University classes and varsity teams. Develop and update nutrition education materials including handouts, table presentations, and video spots. Worked on creating a University online weight management class.

**Research Assistant, Office of Extension and Outreach** 8/02-6/03, 1/04-5/04

Researched international graphic food guides with an objective of promoting traditional diets of immigrants living in Illinois. Developed nutrition education materials for the Mexican, Korean, and Chinese populations of Illinois.

**Research Assistant, International Programs and Studies, Women and Gender in Global Perspectives Program** 1/04-5/04

Assisted with the interdisciplinary project "Gender and Human Security of Immigrants in the Midwest"; symposium planning and publication editing.

**Teaching Assistant, Department of Food Science & Human Nutrition** 8/01-5/03

Taught Quantity Foods Lab classes associated with Bevier Café (<http://beviercafe.illinois.edu/>), a student run cafeteria/catering business.

SELF EMPLOYED

**Academic Research Editor** 8/02-3/04

Edited research abstracts, proposals and papers for a Korean, non-native English speaking student and professor.

WOMEN, INFANTS and CHILDREN (WIC) PROGRAM

**Registered Dietitian, The American Red Cross, San Diego** 8/98-9/99, 5/03-7/03

Counseled and taught classes on health, nutrition and breastfeeding to women, infants and children. Additional duties: outside clinic management, outreach, and nutrition education committee member. Spanish language skills used daily.

**Manager Coast Clinics, Registered Dietitian, Certified Lactation Educator** 9/00-1/03  
**North County Health Services, San Marcos, CA**

Supervised clinic activity, and clerical and professional staff in three offices. Team lactation educator. Active member of the San Diego Anemia Task Force. Spanish language skills used daily.

CIRCLE OF FRIENDS ADULT DAY CARE, CHAMPAIGN, IL

**Registered Dietitian** 10/02-5/03

Reviewed and revised senior meal plans and developed snack and breakfast menus, including diabetic versions. Provided in-service nutrition training, including developing associated learning materials.

ANTARCTIC SUPPORT ASSOCIATES, McMURDO STATION, ANTARCTICA

**Cook, National Science Foundation** 10/99-2/00

Prepared meals for scientists and station support employees. Depending on the day up to 1100 customers served.

ATLANTA SUMMER OLYMPICS

***Olympic Village Cook, Aramark***

Prepared lunch for athletes, coaches, and Olympic officials.

**6/96-8/96**

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### **Education**

M.S. Human Nutrition, graduated Fall 2005, University of Illinois, Urbana/Champaign

International Business Immersion Program, Belgium, 2004

Master's Concentration in Women and Gender in Global Perspectives, 2002

Dietetic Internship, completed Summer 1998, University of Nevada-Reno

B.Sc. Dietetics, graduated with honors Fall 1997, University of Illinois, Urbana/Champaign

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### **Select Professional Service**

Journal of Nutrition Education and Behavior

- Social Media Specialist, selected, 2013-14.
- Reviewer, 2010-current

Host and creator of an international Nutrition Education Social Media project with the goal public health professionals sharing best practices and literature on social media through a list serv and wiki (<https://sites.google.com/site/nebsmp/>). Project stemmed from participants request at an exceptionally popular presentation given at the 2013 Annual Society of Nutrition Education and Behavior conference.

Oregon WIC, Statewide Advisory Board, invited, 2010-2014.

Association of State and Nutrition Network Administrators.

- Social marketing sub-committee leadership team, appointed, 2013-14 and 2014-15.
  - Coordinated highest attended webinar for SNEB to date, including finding and inviting speaker and moderating event. Over 1200 sites registered, and nearly 650 of those attended the live webinar and over 780 have viewed the webinar to date. That included 60 sites from Canada with Columbia, Czech Republic, Spain, Indonesia, Israel, Italy, Malta, Mexico, Pakistan, Romania, Somalia, Turkey and Uganda also represented.
- Leadership Team, elected, 2009 and 2011.

EFNEP National Social Media Committee, Consultant on their development of the National Social Media Guidelines for EFNEP found at:

<http://www.nifa.usda.gov/nea/food/efnep/resources.html>.

USDA, Food and Nutrition Services, Phase II Nutrition Messaging Advisory Group, invited, 2012.

Oregon Hunger Relief Task Force, Oregon State University representative, 2006-11.

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## Select Publications, Presentations, and Poster Sessions

### Publications

Tobey L., Manore MM. 2014. Social Media and Nutrition Education: The Food Hero Experience. *JNEB*. 46(2):128-33.

- JNEB's eighth most downloaded article of 2014.

Tobey L. Work-for-Hire agreement for activate, motivate and advance section on fruits and vegetables in Get Fit, Stay Well. Pearson Education, Inc. Submitted Summer 2013.

Tobey L., Hoisington A., Raab A. and Manore MM. 2011. Focus on Fruits and Vegetables for Low-Income Families: Framework for the Food Hero Social Marketing Campaign in Oregon. *JAND*. 111(S9), A12.

Tobey L. Review. 2008. Build on a Healthy Base. *JNEB*. 40(6), 405-6.

Painter J, Tobey L. Work-for-Hire agreement for International Nutrition Chapter in *Nutrition: Changing Behaviors*. Pearson Education, Inc., publishing as Prentice Hall. Submitted March 1, 2004.

Tobey L, Painter J. 2003. Comparison of international food guide graphics for the eight most commonly consumed ethnic cuisines in the US. *Foodservice Research International*, 13(4), 205-15.

### Select Presentations

Tobey L. April 2015, invited speaker. USDA SNAP-Ed Evidence Based Program Summit. Food Hero Social Marketing Campaign.

Tobey L. March 2015, invited speaker. Annual EFNEP National Coordinator's Conference. Food Hero Social Media: Implementation & Measurement Update.

Selected panelist for conference session. Social Marketing and the Social Ecological Perspective. July 2014. Annual Society of Nutrition Education and Behavior Conference.

Tobey L. May 2014, invited speaker. Guest speaker for Oregon State University undergraduate and graduate class H577/477 Diet Interventions for Public Health with the topic of the research paper "Social Media and Nutrition Education: The Food Hero Experience".

Tobey L. February 2014, invited speaker. 2014 JNEB Journal Club webinar with the topic of the research paper "Social Media and Nutrition Education: The Food Hero Experience".

Tobey L. July 2013, selected speaker. Social Media and Nutrition Education – Brainstorming Best Practices. Annual Society of Nutrition Education and Behavior Conference.

Tobey L. June 2013, invited speaker. The Food Hero Program and Healthy Meal Planning for you and your Family. VA Caregiver Support Oregon.

Tobey L. April 2013, selected speaker. Developing Easy to Use Health Education Websites: A Food Hero (.org) Case Study. Priester Conference.

Tobey L. March 2013, invited session speaker. Food Hero Social Marketing Campaign Development. South Dakota State University's 30th Annual Health and Nutrition Conference.

Tobey L. November 2012. Five Social Media and Website lessons learned from the Food Hero Social Marketing Campaign. Society of Nutrition Education and Behavior (SNEB) webinar series. Sponsored by SNEB and the Association of State Nutrition Network Administrators. Invited.

Tobey L. October 2012. Food Hero Overview. Moore Family Center for Whole Grain Foods, Nutrition and Preventive Health stakeholder meeting, featured speaker, invited.

Tobey L. August 2012. What's New with Food Hero. Nutrition Council of Oregon featured speaker, invited.

Tobey L. August 2012. Food Hero for Your WIC Clinic. Annual Oregon Statewide WIC Conference session speaker, invited.

Tobey L. September 2011. Research and Practice Innovation Session, American Dietetic Association Food & Nutrition Conference & Expo.

Tobey L. February 2011. Food Hero Phase II. Presenter at the Association of State Nutrition Network Administrators annual national meeting.

Tobey L. March 2010. SNAP-Ed in Changing Financial Times. Presenter at the Association of State Nutrition Network Administrators annual national meeting.

Tobey L. March 2009. Development of Food Hero Social Marketing Campaign. Presenter at the Association of State Nutrition Network Administrators annual national meeting.

Tobey L, Eliza D. Summer 2008. Nutrition and the Food Stamp Program. Education Session at eight Food Stamp Program Summits throughout Oregon.

Tobey L. February 2008. Western Region Nutrition Programs. Co-presenter at the California Nutrition Network Conference.

Tobey L, Maureen Q. August 2006. Oregon Food and Nutrition Program. Presentation at the Annual Oregon Food Stamp Managers Meeting.

Tobey L, Hoisington A. September 2006. What's new with fruits and vegetables? Accepted for presentation as an educational session at the Oregon State University Extension Annual Conference.

Painter J, Tobey L. June 2004. Exploring Food Guide Graphics from Around the World, accepted for presentation as an educational session at the Annual Convention & Exposition, American Association of Family & Consumer Sciences.

Painter J, Tobey L. July 2004. Exploring Food Guide Graphics From Culturally Diverse Nations, accepted for presentation as an educational session at the Society of Nutrition Education Annual Conference.

### Poster Sessions

Rudolph, et al. 2015. Oregon Whole Grain Heroes Video Campaign: A Partnership Between Foodhero.org And The OSU Moore Family Center. 2015 annual Oregon Public Health Association Conference.

Brody B, et al. 2015. *Youth Advocates for Health: Teaching the Power of Whole Grains*. Whole Grain Summit, 2015. Hosted by the Moore Family Center for Whole Grain Foods, Nutrition and Preventive Health, Oregon State University and the Grains for Health Foundation

Plawecki K, et al. 2014. Availability of Consumer Sources of Dietary Vitamin D. Experimental Biology Conference.

Case P, Tobey L. 2011. Website Redesign Guided by Best Practices and Focus Group Data: FoodHero.org. Food and Nutrition Extension Educators, Society of Nutrition Education Conference.

Langellotto G, Tobey L. November 2010. Development of Growing Healthy Kids. Extension conference OSUEA poster session

Tobey L, Painter J. June 2004. Comparing international food guide graphics, a quantitative and qualitative approach. XIV International Congress of Nutrition.

Tobey L, Painter J. November 2003. Comparison of Latin American pictorial food guides to those of Europe and Asia. XIII Latin American Congress of Nutrition.

Painter J, Tobey L. October 2003. A comparison of international food guide graphics. American Dietetic Association, Food and Nutrition Conference and Expo.

Tobey L, Painter J. July 2003. Development of food guide pictorial representations. Society for Nutrition Education Annual Conference.

Painter J, Tobey L. April 2003. Diversity of Central American food guide pictorial representations. American Society for Nutritional Sciences Experimental Biology.