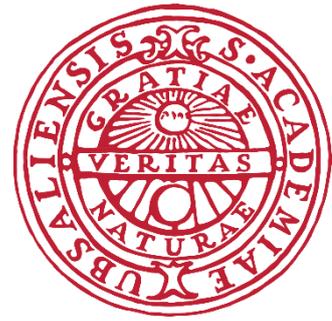


# INTERNATIONAL CONFERENCE ON HEALTH COMMUNICATION

## Communication breakdown?

*Food and health in an age of abundance*

AUGUST 28-30 2019, UPPSALA



## Invited Speakers

Further below you find (in alphabetical order) bios on the international experts on media communication, health psychology, sociology, anthropology, dietetics, sensory sciences, marketing and consumer science who will present at the conference.

### [Dr. Jennifer Brady](#)

MOUNT SAINT VINCENT UNIVERSITY,  
CANADA

### [Professor Katherine Clegg Smith](#)

JOHN HOPKINS BLOOMBERG SCHOOL OF  
PUBLIC HEALTH, USA

### [Professor John Coveney](#)

FLANDERS UNIVERSITY, AUSTRALIA

### [Professor Lotte Holm](#)

UNIVERSITY OF COPENHAGEN, DENMARK

### [Professor Tina M. Lowrey](#)

HEC PARIS, FRANCE

### [Dr. Johan Lundström](#)

KAROLINSKA INSTITUTE & STOCKHOLM  
UNIVERSITY, SWEDEN

### [Dr. Elin Lövestam](#)

UPPSALA UNIVERSITY, SWEDEN

### [Dr. Julie A. Mennella](#)

MONELL CHEMICAL SENSES CENTER, USA

### [Dr. Nicklas Neuman](#)

UPPSALA UNIVERSITY, SWEDEN

### [Dr. Sophie Nicklaus](#)

FRENCH NATIONAL INSTITUTE OF  
AGRICULTURAL RESEARCH, FRANCE

### [Professor Paul Norman](#)

UNIVERSITY OF SHEFFIELD, UK

### [Professor Paulina Nowicka](#)

UPPSALA UNIVERSITY, SWEDEN

### [Professor Helena Sandberg](#)

HALMSTAD UNIVERSITY, SWEDEN

### [Professor Ralf Schwarzer](#)

FREIE UNIVERSITÄT BERLIN, GERMANY

### [Professor Stanley Ulijaszek](#)

UNIVERSITY OF OXFORD, UK

### [Professor Alan Warde](#)

UNIVERSITY OF MANCHESTER, UK

### [Karen Watson](#)

IMPERIAL COLLEGE LONDON, UK

### [Professor Agneta Yngve](#)

UPPSALA UNIVERSITY, SWEDEN

# Dr. Jennifer Brady

MOUNT SAINT VINCENT UNIVERSITY, CANADA

Dr. Jennifer Brady's broad interdisciplinary background informs my research interests which span critical, feminist perspectives of food, nutrition, eating, bodies, body weight, and expertise. She is particularly interested in the history and professionalization of dietetics and its forbearer, home economics, as well as health professionals' roles as advocates in social justice and health equity. Her work is primarily qualitative and includes oral history, phenomenology, autoethnography,



collective biography, and the use of embodied methods, particularly cooking, as a mode of inquiry. She is the co-editor of *Conversations in Food Studies*, a volume that highlights interdisciplinary and inter-epistemological perspectives of food as an area of scholarly inquiry, and is a co-editor of the forthcoming volume, *Feminist Food Studies: Intersectional Perspectives*. You will also find Dr. Brady's work in the *Journal of Critical Dietetics*, *Critical Public Health*, the *Canadian Journal of Public Health* and a number of other edited volumes.

# Professor Katherine Clegg Smith

JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH, USA

Katherine Clegg Smith, PhD is a Professor in the Department of Health, Behavior and Society at the Johns Hopkins Bloomberg School of Public Health, in Baltimore, Maryland, USA. She also directs the Johns Hopkins Center for Qualitative Studies in Health and Medicine. Professor Smith trained as a sociologist and now focuses her work on the mechanisms for communication of health information and the role that communication plays in shaping health experiences and outcomes. Her recent research includes a concentration on the experience of cancer and cancer treatment. Her interests extend, however, beyond a single clinical issue or mechanism of communication, to also include institutional and individual factors that shape information creation, delivery and reception across health issues broadly defined. Professor Smith is a member of the steering committee for the USA Health Experience Research Network. She has published more than 130 peer-reviewed research papers, including communication of medical information, illness identities, and healthy lifestyle behaviors.



# Professor John Coveney

FLINDERS UNIVERSITY, AUSTRALIA

John Coveney is Professor of Global Food, Culture and Health at Flinders University, South Australia. He directs research in three areas: the social and economic impact of shared meal events and social eating; risk factors for food household food insecurity; and food, pleasure and conviviality. He is leader of the International Research Collective for Food, Culture and Health

<https://www.foodculturehealth.com/> He

is a regular contributor to professional and public debates on food, health and culture, and produces and presents 'Gastronaut', a weekly programme broadcast on Radio Adelaide. John holds accredited practising dietitian (APD) status awarded by the Dietitians Association of Australia.



# Professor Lotte Holm

UNIVERSITY OF COPENHAGEN, DENMARK

Lotte Holm is Professor of Sociology of Food, Department of Food and Resource Economics, in the Faculty of Science at University of Copenhagen. Her research is about various social and cultural aspects of food consumption including meal patterns and eating habits, food, risk, trust, health and body management in an everyday life perspective. One line of her research takes place in multidisciplinary projects within the field of food and health, such as studies of how people adapt to new dietary regimes, and of the management of obesity in daily life. Another line of research is cross national sociological study of food practices, such as a recent project on how meal patterns change in four Nordic countries. Her current studies address obesity surgery and food insecurity in Denmark, the latter including perspectives on climate change, dietary health and the gendering of food practices.



# Professor Tina M. Lowrey

HEC PARIS, FRANCE

Tina M. Lowrey (Ph.D., University of Illinois) is Professor of Marketing at HEC Paris. Her main research interests include children's consumer behavior, materialism, the application of psycholinguistic theory to marketing communications, and gift-giving and ritualistic consumption. Her work has appeared in numerous journals, including *Journal of Consumer Research (JCR)*, *Journal of Consumer Psychology*, and *Journal of Advertising*. She is currently serving as the President of the JCR Policy Board. She has edited *Brick & Mortar*



*Shopping in the 21st Century* and *Psycholinguistic Phenomena in Marketing Communications* (both Erlbaum). She has co-edited *The Routledge Companion to Consumer Behavior* (with Mike Solomon), and is currently co-editing *The APA Handbook of Consumer Psychology* (with Lynn Kahle and Joel Huber). She has chapters in *Contemporary Consumption Rituals: A Research Anthology* (which she co-edited with Cele Otnes); *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*; *The Sage Handbook of Persuasion: Developments in Theory and Practice*; *Handbook of Media Effects*; *Go Figure: New Directions in Advertising Rhetoric*; *Handbook of Qualitative Research Methods in Marketing*, among others.

# Dr. Johan Lundström

KAROLINSKA INSTITUTET & STOCKHOLM UNIVERSITY, SWEDEN

Johan Lundström is a two-timed Wallenberg Academy Fellow and his group conducts basic research aimed toward a better understanding of the neural and perceptual basis for multisensory perception and integration of the chemical senses. Several different lines of ongoing research explore how the human brain allows us to perceive, process, and understand sensory information. The group's research at Department of Clinical Neuroscience, Karolinska Institutet & Stockholm University Brain Imaging Center, focus on the chemical senses (smell - taste - trigeminal) that, by their very nature, are conveyed almost exclusively as multisensory perceptions. This work involves a wide range of experimental methods, including psychophysical and cognitive tests in healthy individuals, functional brain imaging (fMRI & EEG/ERP), and structural brain imaging and morphometry. In addition, the lab is developing novel ways to deliver olfactory stimuli (olfactometers) and to measure olfactory performance and neural processing.



# **Dr. Elin Lövestam**

UPPSALA UNIVERSITY, SWEDEN

Dr. Elin Lövestam is a senior associate lecturer and registered dietitian at the Department of Food Studies, Nutrition and Dietetics, Uppsala University, Sweden. Her main research interest concerns the professional approach of dietetic practitioners, with a special interest on the discursive and linguistic aspects. Several of her studies focuses on dietitians' use of standardized terminologies and work processes which she has been studying internationally and from a critical perspective. Her current main research project targets the person-



centered evaluation of malnutrition treatment in health care. Together with Dr. Paulina Nowicka and Dr. Nicklas Neuman, in 2017 she introduced Critical Dietetics in the Nordic countries through the conference “The 1st Scandinavian Critical Dietetics Conference. Food and eating beyond calories”.

## **Dr. Julie A. Mennella**

MONELL CHEMICAL SENSES CENTER, USA

Dr. Julie A. Mennella obtained a Ph.D. from the Department of Behavioral Sciences at The University of Chicago in Chicago, IL. She joined the faculty at the Monell Chemical Senses Center in Philadelphia, PA in 1990 where she is now a Member. Her major research interests include investigating the timing of sensitive periods in human flavor learning and growth; uncovering how children are living in different taste worlds than adults and their vulnerabilities to the current food environment as well as medication adherence; and the development of psychophysical tools to study individual variation in taste and flavor perception. She is the recipient of several grants from the National Institute of Deafness and Other Communication Disorders and the Eunice Kennedy Shriver National Institute of Child Health and Human Development; the author or co-author of numerous peer-reviewed research manuscripts and an internationally recognized speaker on the ontogeny of taste preferences and its implications for health and nutritional programming.



# **Dr. Nicklas Neuman**

UPPSALA UNIVERSITY, SWEDEN

Nicklas Neuman, PhD, is an Associate Senior Lecturer at the Department of Food Studies, Nutrition and Dietetics, Uppsala University. His main topics of interest are food-consumption patterns and social change (in relation to climate change and public health), the social regulation of eating, the gendered division of foodwork (paid and unpaid) and food and national identity. His research is primarily sociological, with a theoretical orientation toward routinization of everyday activities, social regulation, social conventions and habit. He is currently editing the first Swedish university textbook on the sociology of food, to be published in the fall of 2019. Some of his publications can be found in *Food, Culture & Society*, *British Food Journal*, *Anthropology of Food*, *Sociological Review* and *Journal of Gender Studies*



# Dr. Sophie Nicklaus

FRENCH NATIONAL INSTITUTE OF AGRICULTURAL RESEARCH, FRANCE

Sophie Nicklaus, PhD, is a Research Director at INRA (French National Institute of Agricultural Research), in the Centre des Sciences du Goût et de l'Alimentation (Center for Taste and Feeding Behaviour) in Dijon, France. She received her PhD in Food Science from the University of Burgundy (Dijon, France). She has been studying children's eating behavior (food preferences; control of food intake) for the past 15 years, looking at the role of food-related inputs (sensory properties, energy density) in the development and evolution of infants and children's liking and food intake, using experimental and epidemiological approaches (in particular in the frame of two birth cohorts, OPALINE and ELFE). She is especially interested in understanding the impact of early eating experiences on later eating behavior, and their contribution to health. She has published more than 75 peer-reviewed original articles; 20 peer-reviewed reviews; 15 book chapters; and one book for the lay public. She received numerous invitations to present her work about the early development of eating behavior. She serves as a member for several scientific committees; and was an expert with the French Ministry of Health for the National Program on Nutrition and Health ("PNNS"). Since 2017, she has been leading the team 'Determinants of eating behaviour across the lifespan, relationships with health' in her research unit. In 2018, she was awarded the Danone International Prize on Alimentation.



# Professor Paul Norman

UNIVERSITY OF SHEFFIELD, UK

Paul Norman is a Professor of Health Psychology at the University of Sheffield. His research focuses on the application of social cognition models, such as the theory of planned behaviour, to the prediction of health behaviour, including exercise, smoking, alcohol consumption and dietary behaviour. His more recent work has focused on developing and testing interventions to change health behavior, including the use of brief online interventions. He has co-edited one of the key books in this area, *Predicting and Changing Health Behaviour*, and has over 100 publications in peer-reviewed journals. His research has attracted funding from NIHR, MRC and various charities. He has been President of the European Health Psychology Society (2010-2012) and Editor-in-Chief of the journal *Psychology and Health* (2001-2006).



# Professor Paulina Nowicka

UPPSALA UNIVERSITY, SWEDEN

Paulina Nowicka is Professor in Food Studies, Nutrition and Dietetics, with an emphasis on communication of dietetics at Uppsala University (the first holder of this newly established chair). She has doctorate from Lund University; her postdoctoral research (2009–2014) includes Yale University, University of Oregon, University of Oxford and Karolinska Institutet. She has served on numerous expert



committees and boards such as Childhood Obesity Task Force of the European Association for the Study on Obesity (EASO), European Childhood Obesity Group (ECOG), the Swedish Association for the Study on Obesity (SFO) and the expert group for nutrition and public health at the National Food Agency. Her research is inspired by experiences at the Childhood Obesity Unit at the Pediatric Hospital in Malmö, Sweden, where she worked for almost a decade as a dietician. In her current projects, she seeks to identify the most important familial and sociocultural drivers of obesity early in life, to investigate how lifestyle patterns develop across generations, and to promote communication about obesity that validates the experiences of people and communities.

# Professor Helena Sandberg

HALMSTAD UNIVERSITY & LUND UNIVERSITY, SWEDEN

Helena Sandberg is a Professor in Media and Communication Studies at the School of Health and Welfare, Halmstad University, also Associate professor and senior lecturer at the Department of Communication and Media, Lund University, Sweden. She is the former group leader of CAI@LU (Children, Advertising and Internet at Lund University) investigating children's exposure to and understanding of online advertising. Sandberg currently leads the DIGIKIDS Sweden research team, looking into how digital technology inform and permeate the everyday lives of 0-3 years old children, and the implications there off on childhood and family life. Helena Sandberg has extensive expertise in media and health, and the role media play in people's health development. She has investigated topics related to health and illness in various media e.g. donor campaigns, HIV preventive work, news coverage of obesity, online reporting of the swine flu, food advertising, blogs and parental magazines.



# Professor Ralf Schwarzer

FREJE UNIVERSITY OF BERLIN, GERMANY

Ralf Schwarzer is Professor Emeritus of Psychology at the Freie University of Berlin, Germany, and Professor of Psychology at the University of Social Sciences and Humanities in Wroclaw, Poland. He was appointed Professor of Education in 1974, and Professor of Psychology in 1982. He has published more than 500 papers and co-founded three journals: (a) *Anxiety, Stress, and Coping: An International Journal*, (b) *Zeitschrift für Gesundheitspsychologie*, and (c) *Applied*



*Psychology: Health and Well-Being* (currently Editor-in-Chief). He has been Past-President of the Stress and Anxiety Research Society (STAR), Past-President of the European Health Psychology Society (EHPS), and Past-President of the Health Psychology Division of the International Association for Applied Psychology (IAAP). His research focus lies on stress, social support, self-efficacy, and health behaviors, including dietary change. In 2007, he received the German Psychology Award. In 2010, he received the Award for Distinguished Scientific Contributions of the International Association of Applied Psychology (IAAP). Further details at <http://my.psyc.de/>

# Professor Stanley Ulijaszek

UNIVERSITY OF OXFORD, UK

Stanley Ulijaszek is Professor of Human Ecology and Director, Unit for Biocultural Variation and Obesity, within the School of Anthropology, University of Oxford.

Trained in Biochemistry at the University of Manchester and Nutrition at King's College London, his first academic position in 1986 was in the then new field of Nutritional Anthropology in the Department of Biological Anthropology, University of Cambridge. He presently

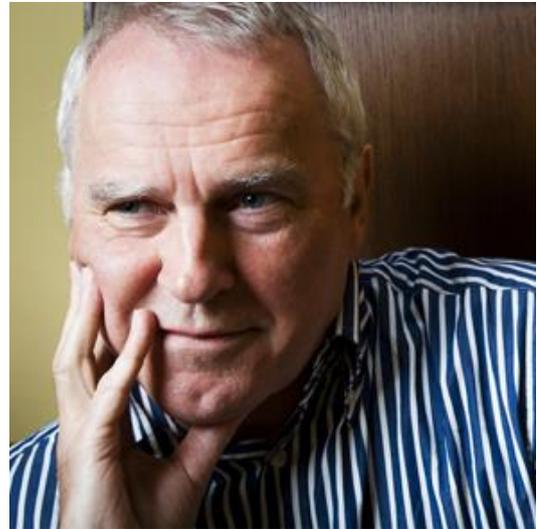
conducts multidisciplinary research in two related fields. The first is the political ecology of nutrition and obesity globally, using anthropological, life history, epidemiological, and economic historical frameworks. The second is nutrition in evolution and evolutionary medicine. Both involve increasing understandings obesity as a complex phenomenon. Past work on obesity includes the welfare regime hypothesis of obesity causation; impacts of inequality and social status on obesity production; energetics and reproductive function; the effects of economic modernisation on obesity and chronic disease; and mechanisms of physiological and nutritional adaptation, including growth and development.



# Professor Alan Warde

UNIVERSITY OF MANCHESTER, UK

Alan Warde is Professor of Sociology in the School of Social Sciences, University of Manchester, a Professorial Fellow of Manchester's Sustainable Consumption Institute (SCI). Research interests are wide but recently have concerned the sociology of consumption, the sociology of culture, and the sociology of food and eating in the context of issues of sustainability. Current projects are concerned with applying theories of practice to eating, analysing change in eating behaviour in Britain, and



conducting a re-study of my 1995 investigation of eating out in Britain. General topics under consideration include the nature of social change, the ways in which habits and routines are formed and disrupted, and the relationship between social position, social situation and practical performances.

# Karen Watson

IMPERIAL COLLEGE LONDON, UK

Karen Watson is a veteran communications and public policy expert with expansive experience in using market research and communications strategies to build consumer demand for new and existing products in the areas of health and wellness.

Her work has involved solving global public policy issues such as obesity, hunger, sustainability and the digital divide. Her most recent work seeks to translate the methodology of the U.S “Drink Up!” conducted by First lady Michelle Obama to the EU as part of the Science in Technology in Childhood Obesity Policy (STOP). That campaign was a collaboration with White House and the Partnership for a Healthier America to encourage Americans to drink more water. First Lady Michelle Obama hailed this work on behalf of Nielsen as “groundbreaking.”



Karen has helped public sector entities use market research data to better inform public policy decisions and advocacy, and her passions revolve around forging private-public sector partnerships to impact social good.

# Professor Agneta Yngve

UPPSALA UNIVERSITY, SWEDEN

Agneta Yngve is faculty professor in Food Studies, Nutrition and Dietetics, with particular emphasis on meal science. She has published more than 200 papers, whereof more than 150 original papers, the rest consisting of editorials, reviews and book chapters. Her research covers the broad area of public health nutrition, professional development, monitoring and promotion of breastfeeding, good eating habits and physical activity including policy aspects. She has been the editor-in-



chief for the Journal Public Health Nutrition, published by the Nutrition Society and Cambridge University Press, during the period 2007-2012. Her training background is as a nutritionist, and she holds an MSc in nutrition from Stockholm University, a Master of Medical Science in Public Health from Karolinska Institutet, a doctoral degree in Medicine (2005) and an associate professor (docent) degree from Karolinska Institutet (2008). Professor Yngve has an extensive international network and has coordinated several EU-funded projects and participated in several coordinated by others. She was instrumental in the development of the Blueprint for Action for promotion of breastfeeding in Europe. She has spent research periods at Griffith University, Queensland, Australia, and at Baylor College, Children's Nutrition Research Center in Houston, Texas.

