

THE RUDD CENTER FOR FOOD POLICY & OBESITY

WHO WE ARE

The Rudd Center is a distinguished multi-disciplinary policy research center dedicated to providing high-level expertise and guidance on obesity prevention and food-related policy. Recently ranked by *Philanthropedia* as one of the most effective organizations among all U.S. nonprofits working on nutrition policy, the Rudd Center serves as a leader in building broad-based consensus to change diet and activity patterns by conducting research and educating policy makers and the public.

WHAT WE DO

Since its founding in 2005, Rudd Center researchers have been considered leaders in understanding our food environment, the complex forces affecting how we eat, societal stigma against individuals with obesity, and how we can optimize public health.

Rudd Center research has documented, among other issues, the extent and impact of unhealthy food marketing to youth, the power of changing federal food assistance programs, and the immediate and long-term consequences of weight stigma on the emotional and physical health of individuals with obesity.

HOW WE DO IT

Through an approach called “strategic science,” Rudd Center research examines strategies for developing the most innovative and effective policies to improve public health. In order to ensure that science informs policy changes, the Rudd Center interacts with grassroots and public health advocates as well as key players in government, media, and industry.

WHY WE DO IT



According to the Centers for Disease Control and Prevention, childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years. Obesity has immediate and long-term effects on health and well-being.

In order to reverse this trend, we need to change the current food environment in the U.S., which contributes to obesity by promoting high-fat, high-sugar, and high-calorie foods that taste good, are easy to find, and are relatively cheap.

OUR ACCOMPLISHMENTS



Pictured left to right: Jennifer Harris testifying at a U.S. Senate hearing on energy drink marketing to teens; Marlene Schwartz with Risa Lavizzo-Mourey, President and CEO of the Robert Wood Johnson Foundation and Nancy Brown, CEO of the American Heart Association; and Rebecca Puhl speaking about weight stigma on the Katie Couric show.

- The Rudd Center has received over 20 million dollars in research grants from government agencies and private foundations, including the National Institutes of Health, United States Department of Agriculture, Robert Wood Johnson Foundation, American Heart Association, and Horizon Foundation.
- Rudd Center researchers are highly productive scholars and publish articles in influential peer-reviewed journals such as the *New England Journal of Medicine*, *Pediatrics*, and *PLoS Medicine*. Last year our faculty published over 50 peer-reviewed journal articles.
- Rudd faculty and staff are called upon to provide expert testimony at state and national legislative hearings, as well as attend White House meetings and events.
- Rudd Center expertise has been sought by national health organizations including the Institute of Medicine, National Institutes of Health, Federal Trade Commission, Centers for Disease Control and Prevention, and American Academy of Pediatrics.
- The Rudd Center partners with national organizations such as the American Heart Association's Voices for Healthy Kids, the Partnership for a Healthier America, the First Lady's Let's Move initiative, the National PTA, The Obesity Society, and Jamie Oliver's Food Revolution.
- Rudd Center researchers appear frequently in national and international media outlets such as the New York Times, USA Today, U.S. News & World Report, and ABC's Good Morning America.
- The Rudd Center has multiple communications platforms including websites, videos, podcasts, and social media, to provide information and resources for policy makers, members of the media, researchers, and the public.

OUR FACULTY AND STAFF

The Rudd Center is headed by Marlene Schwartz, PhD, Rudd Center Director; Rebecca Puhl, PhD, Deputy Director; Jennifer Harris, PhD, MBA, Director of Food Marketing Initiatives; Tatiana Andreyeva, PhD, Director of Economic Initiatives; and Roberta Friedman, ScM, Director of Public Policy.

The Rudd Center also houses experts in advocacy, law, and communications.



Pictured left to right: Tatiana Andreyeva, Marlene Schwartz, Rebecca Puhl, and Jennifer Harris.

OUR FUTURE

The Rudd Center will move to the University of Connecticut in January of 2015 and will be housed at the University's new city campus in Hartford, situated close to policy makers.

The Rudd Center joins UConn as they implement their newly released Academic Vision. This ambitious university-wide plan prioritizes health and wellness, and specifically includes expanding research on obesity.

The University of Connecticut provides an academic environment where the Rudd Center will build new, and expand on existing, collaborations with experts in nutrition, public policy, psychology, communications, and agricultural economics.

OUR CONTACT INFORMATION

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