



## Professional Profile

*As a nationally recognized food educator and health advocate, I am eager to bring students into the twenty-first century using a unique combination of innovative education coupled with great food experiences. My passion has led to 10 years in the field of health and nutrition where I continue to actively lead the charge for change in our attitudes and lifestyle choices around food. It is my desire to move students from the current focus on illness to health and wellness through food education.*

*In addition to my private nutritional counseling practice, I teach cooking classes, conduct workshops and programs, and actively advocate for better food in schools. It is essential to start improving children's connection to food in order to help them make better choices and to become healthier adults. I have created and implemented unique food and health curricula which focus on "Food IQ ©" and experiential learning for all ages and educational needs ranging from preschool to the university level.*

## Education

- |  |                    |
|--|--------------------|
| <i>University of Medicine and Dentistry, NJ</i>  | <i>1983 - 1987</i> |
| ▪ <i>Doctor of Dental Medicine</i>               |                    |
| <i>University of Delaware, DE</i>                | <i>1980 - 1983</i> |
| ▪ <i>Bachelor of Arts in Biological Sciences</i> |                    |

## Skills / Certifications

*I spend a significant amount of time each year studying with experts in the field of food, nutrition, health and botanical medicine.*

- |  |                                   |
|--|-----------------------------------|
| ▪ <i>New York Open Center, NY</i>                | <i>Chinese Herbal Medicine</i>    |
| ▪ <i>Institute for Integrative Nutrition, NY</i> | <i>Holistic Health Counsellor</i> |
| ▪ <i>Childbirth Education Association, NY</i>    | <i>Childbirth Educator</i>        |

## Work Experience

- |   |   |
|---|---|
| <i>CEO, A Better Way Holistic Health, NY</i>  | <i>2000 - Present</i>   |
| <i>Private Practice: Holistic Health Counseling</i>   | <a href="http://www.drsusanrubin.com">www.drsusanrubin.com</a>                                |
| ▪ <i>Working with individuals and families with health issues utilizing non-drug alternatives. The most important healing tool is "Food". It is essential to empower my clients to make vibrant healthy food choices and to incorporate simple lifestyle changes to promote better health.</i>  |   |
| <i>Programs Developed</i>   |   |
| ▪ <i>Dr. Susan Rubin's House of Health™, A System of Nutritional Food Educational Materials.</i>  | <i>US Patent &amp; Trademark Number:3,507,860</i>   |
| ▪ <i>Slow Food USA(s), School Food Advocacy National Campaign.</i>  | <a href="http://www.slowfoodusa.org/timeforlunch">http://www.slowfoodusa.org/timeforlunch</a> |
| ▪ <i>Edible Education Project in Mount Kisco: Features my "Food IQ ©" series of healthy eating, children's activities, and included extracurricular parental education. As an inter-generational program it features a senior section as well as the primary toddler, and after school sections; Education focuses on healthy eating and an onsite garden. In addition, organically grown local and seasonal produce was used to help fill in any gaps in garden limitations.</i> |   |
| ▪ <i>No Junk January ©: Junk Food Awareness and Parent Education Program. Successfully run in Westchester School Districts and featured in the NY Times</i>   |   |
| ▪ <i>See Education Experience for further endeavours</i>  |   |
| <i>Founder and Director, Better School Food</i>   | <a href="http://www.betterschoolfood.org">www.betterschoolfood.org</a>                        |
| <i>Documentary film subject, Two Angry Moms</i>   | <a href="http://www.angrymoms.org">www.angrymoms.org</a>                                      |
| <i>Associate: Fields, Kulwin and Rubin, Armonk, NY</i>  | <i>1987 - 1999</i>  |
| ▪ <i>Dentist in Private Practice</i>  |   |
| ▪ <i>Public Health "Tooth Talks" given to children of various ages and stages of tooth development for day-care centers and elementary schools.</i>   |   |



**Educator Experience**

- Non-Profit Cancer Support Groups* 2000 - Present  
*Gilda's Club Westchester; Support Connection; Center for Hope*
  - *Recipes and Strategies for Better Health*
  - *Chemo-friendly Foods*
  - *Food and Bones*
- Natural Gourmet Institute for Food and Health NYC* 2004 - Present
  - *Food and Children's Health*
  - *Chocolate 101: History, Botany, Health Benefits and Mindful Eating*
- Mount Kisco Child Care Center, Mount Kisco NY* 2004 - Present
  - *Designed and implemented the Edible Education Project*
  - *Provided Parent and Teacher education programs.*
- N.E. Real Food Summit, University of Massachusetts, Amherst* 2009
  - *Building Your "Food IQ ©"*
- Vermont Food Summit, University of Vermont* 2009
  - *Messaging and Framing for Food Advocates*
- Manhattanville College, English Language Institute Purchase, NY* 2006 - 2008  
*Adjunct Professor*
  - *American Food Culture: How Not to Get Fat While Eating In America*
- Timber Ridge Child Care Center, Armonk, NY* 2006 - 2008  
*Workshops for Teachers and Parents in*
  - *Food and Children's Health* ▪ *Food and Behavior*
  - *Picky Eaters*
- Childcare Council of Westchester* 2005-2008  
*Workshops for Teachers and Caregivers*
  - *Food and Children's Health* ▪ *Food and Behavior*
  - *Picky Eaters*
- The Birch Wathen Lenox School* 2005 - 2008
  - *Eight Week "Food IQ ©" Program for 6th Graders*
- Grand Rounds, Westchester Medical Center, Valhalla, NY* 2007
  - *Building "Food IQ ©" connecting the Dots Between Food and Health*
- Westchester Community College, Valhalla, NY* 2002 - 2005  
*Adjunct Continuing Education Professor presenting classes in:*
  - *Food and Your Bones* ▪ *Food and Mood*
  - *Food and Children's Health* ▪ *Food and Mindfulness*
- Lakeland School District, Westchester County, NY* 2005
  - *Raised the "Food IQ ©" of the PE teachers in the district through targeted education presentations, informal Q and A sessions, and suggestions to improve peak performance nutrition for their athletes for before, during and after athletic events.*
- South Salem School District, Westchester County, NY* 2000
  - *No Junk January ©*
- Pound Ridge Elementary School, Westchester County, NY* 2000
  - *No Junk January ©*
- Chappaqua School District, Westchester County, NY* 1999 - 2000
  - *No Junk January © a program targeting junk food awareness, first implemented in 1999 in all three Chappaqua elementary schools.*



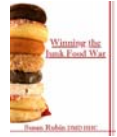
## Other Venues

### Published Works

#### EBooks

*Winning the Junk Food Wars*

*Pizza, chips, soda, French fries, donuts, burgers, cappuccinos, sports drinks. If these are the basic food groups of the teenager in your home and you don't know where to start, this is the book for you.*



*Winning the Picky Eater War*

*Anyone who has a picky eater at home knows that the dinner hour can be one of the most frustrating times of the day. Here's help for the hassled parents of the world.*



*Dump Your Diet*

*Let's face it - diets don't work! It's time to create a new relationship with food and DUMP YOUR DIET.*



#### Blogs

Dr. Susan's Better School Food Blog: <http://blog.betterschoolfood.org/>



Holistic Health Blog: <http://drsusanrubin.blogspot.com/>



### Media Programs

*Television Specials, News Reports, Documentary Programs*

*Featured discussion on the documentary special Two Angry Moms.*

- CBS: The Doctors

*These programs or documentaries featured Better School Food.*

- ABC: Good Morning America
- PBS: Healing Quest
- Documentary: Two Angry Moms
- Fox News
- ABC: Rachel Ray
- MSNBC

### Public Speaking

*Mayo Clinic Obesity Summit*

*Rochester, MN*

- Building Food IQ in Schools

*Beth Israel Medical Center, Food for Thought Conference*

*NY, NY*

- Food and Children's Health

*Keeping Kids Healthy Conference*

*Baltimore, MD*

- Decreasing Picky Eating Behaviors' in Children

*Wellness Forum*

*Worthington, OH*

- Better School Food

*Institute of Integrative Nutrition*

*NY, NY*

- School Food Advocacy

*Southeast Women's Herbal Conference*

*Asheville, NC*

- The Role of Healthy Fats, Why Diets Fail, Food and Children's Health

*Johns Hopkins University, Food Trust Farm to School Conference*

*Baltimore, MD*

- School Food Advocacy

*Pangea Conference for Integrative Medicine*

*NY, NY*

- Sick Schools: The State of School Food in America

*Congressional Hearings*

*Washington D.C.*

- School food and children's health

## References

References are available upon request