



Washington Summit on Smart Screen Time Speaker Bios

Barb Brock, PhD

Barbara Brock initially worked as a recreation programmer in Portland, Oregon and Sydney, Australia. She received her undergraduate degree in Biology from Graceland University, MA in Therapeutic Recreation from University of Iowa, and her doctorate from Indiana University. She taught at Graceland three years, Indiana University two years, and presently is a professor at Eastern Washington University where she has taught for the past 19 years. Her presentations on Taming America's Spectatoritis Virus have ranged from a live interview with Katie Couric on the NBC Today Show to local elementary school children during TV Turnoff Week to national presentations in Salt Lake City, Denver, Kansas City, and Seattle and also international presentations at the World Leisure Congress in both Brisbane, Australia and Malmo, Sweden. She has two children, a veterinarian husband, several pets, loves to garden, quilt, kayak, and climb Mt. Hood!

Dimitri Christakis, MD, MPH

Dimitri Christakis MD, MPH, is a pediatrician and epidemiologist at the University of Washington School of Medicine. He is a graduate of Yale University and the University of Pennsylvania School of Medicine. He is a Professor of Pediatrics, Director of the Child Health Institute at the University of Washington, and Associate Editor of the Archives of Pediatrics and Adolescent Medicine.

The author of over 100 peer reviewed publications and one textbook of pediatrics, Christakis is currently researching the effect of media usage on young children's cognitive, emotional, behavioral, and social development. Funding for his research has come from a number of federal agencies as well as foundations. His most recent studies in this area have found an association between television and video viewing before the age of three years and attentional and cognitive problems at age seven. He is currently piloting interventions designed to both reduce, modify, and optimize television viewing in preschool children as well as provide constructive and developmentally appropriate alternatives to screen time for children. His book, *The Elephant in the Living Room: How to make Television work for your Family* was recently published by Rodale (www.maketvwork.com). His work has been featured on the Today show, CNN, NBC, ABC, CBS, as well as all major print magazine and newspapers.

Marilyn Cohen, PhD

Marilyn Cohen is a Research Associate Professor in the College of Education, University of Washington. She is also the director of the Northwest Center for Excellence in Media Literacy based in the College. Since 1991, her work has focused largely on using media literacy education as a strategy to address a wide range of health issues from teen pregnancy, substance abuse, and youth violence to issues of nutrition, and physical activity.

As the Director the NW Center, she has been very active in the field of media literacy education, spearheading a wide range of outreach efforts to provide information, training and resources to professionals, paraprofessionals and parents who work and live with our nation's children. She is also a board member of the National Alliance for a Media Literate America and chair of its Media Literacy Education Research Summit that will be held during the organization's conference this June, 2007 in St. Louis, MO.

Marilyn is the mother of two children who are now in the 20s and are both, she is proud to report, very critical consumers of media.

Adam Drewnowski, PhD

Dr. Adam Drewnowski is the Director of the Center for Public Health Nutrition and Professor of Epidemiology and Medicine at the University of Washington. He received his degrees from Balliol College, Oxford, and the Rockefeller University in New York. His research addresses the impact of taste, cost, and convenience on food preferences and eating habits and the current disparities in health status by income and class. Dr. Drewnowski has received an award under the NIH Roadmap Initiative to develop an Exploratory Obesity Research Center at the University of Washington. The Center will focus on environmental, economic and policy issues and with obesity prevention at the local and state level. Dr. Drewnowski has also developed a method to assess the nutrition profile of individual foods that has implications for regulatory agencies, health educators, and the consumer. He is the author of over 100 research papers and numerous reviews and book chapters and a frequent presence at national and international meetings.

Patty Hayes

Patty L. Hayes is the Assistant Secretary for the Washington State Department of Health, Division of Community and Family Health (CFH). From 1997 to August 2003 she was the Director of Policy, Legislative and Constituent Relations for the Washington State Department of Health.

Patty was the Assistant Professor of the Master's Program in Leadership and Public Policy at St. Martin's College from 1996–1998. She also served as the Executive Director of the Nursing Care Quality Assurance Commission from 1995–1997.

Prior to her service with the Washington State Department of Health, Patty held Government Relations positions for several professional associations. In 2002, Patty was inducted to the Nursing Hall of Fame for Washington, sponsored by the Washington State Nurses Association.

Donna B. Johnson, RD, PhD

Donna B. Johnson is an Associate Professor in the Nutritional Sciences Program and Associate Director of the Center for Public Health Nutrition at the University of Washington. Dr. Johnson's focus is public health nutrition practice. She received her Ph.D. from the University of Washington in 1995, an MS from Syracuse University in Human Nutrition in 1979, and a BS from Iowa State University in Community Nutrition in 1973. Early in her career she worked in local public health programs such as WIC, Head Start, and an Area Agency on Aging. Since 1995 she has worked to bring the skills and understandings of academic public health to the actual practice of public health at the state and local level. Dr. Johnson's work focuses on nutrition, obesity, and evaluation of population-based interventions. She serves as a consultant for the Washington State Department of Health's obesity prevention initiatives, and has received funding from NIH, USDA, MCHB, CDC and the Robert Wood Johnson Foundation to conduct research and training for nutrition and obesity prevention. At the University of Washington Dr. Johnson teaches courses in public health nutrition and maternal and infant nutrition, and coordinates the MPH in Public Health Nutrition program.

Robert Kesten

Robert Kesten is the Executive Director of Center for SCREEN-TIME Awareness (CSTA), an international non-profit organization based in Washington, DC. CSTA is focused on empowering people to use technology responsibly and encouraging people to take time for themselves, their families and their communities – even though it means turning the

television, computer and game screens off. CSTA is best known for its annual campaign TV-Turnoff Week (now called Turnoff Week), now in its 13th year.

Prior to joining Center for SCREEN-TIME Awareness, Mr. Kesten established and ran The Director's View Film Festival in Fairfield County (Connecticut) and New York City. The festival focused on the contributions directors have made to filmmaking and how filmmaking has contributed to world culture. The Festival spotlighted women directors, student filmmakers and highlighted independentcinema from around the world. It presented two major awards: the Joseph L. Mankiewicz Excellence in Filmmaking Award, to a legendary filmmaker (recipients include James Ivory, Sidney Lumet, Robert Benton, Richard Donner and Arthur Penn); and the Dorothy Arzner Prize, to women filmmakers who, against all odds made a film independently, were picked up for distribution and achieved critical acclaim (recipients include Alison MacLean, Maggie Greenwald, Lisa Cholodenko, Catherine Hardwicke and Nicole Kassell).

Mr. Kesten has also worked extensively in politics and public policy, including work in the Middle East during the first Gulf War and in Ukraine during the breakup of the former USSR. He has worked on Capitol Hill, across the nation and around the world. He is also an accomplished producer; creating events and concerts at such venues as Madison Square Garden, Radio City Music Hall and Carnegie Hall; films, including a winner of the Jury Prize at the Moscow Film Festival, and other activities on three continents.

A former Vice Chairman of the Connecticut Film and Television Commission, Adjunct Professor of theater and film at the University of Connecticut, public school teacher and currently a member of the National Legislative Committee of the Screen Actors Guild, Kesten has appeared in five feature films, and hosted a bi-monthly radio program. He is a graduate of Syracuse University.

Paul Nyhan

Paul Nyhan is a family reporter and blogger for the Seattle Post-Intelligencer, writing about everything from alternative parenting and television use to welfare reform and homelessness. He also has covered organized labor, the economy and the workplace. Before moving to Seattle in 1999, he spent ten years in Washington, D.C., where he covered Congress, the Federal Reserve System and the Treasury Department.

Jean Rystrom

Jean Rystrom has over 20 years of experience in health care management at Kaiser Permanente, the nation's largest nonprofit health plan serving 8.2 million members in nine states and the District of Columbia, where she is currently Regional Practice Director for Pediatrics in the Northwest Region, encompassing Oregon and Southwest Washington. Jean has implemented several innovative programs to address both medical care delivery and public health issues.

In addition to medical operations responsibility, Jean is the Clinical Lead for Kaiser's national Care Management Institute effort on Screen Time Reduction. Jean is also a member of the Board of Directors of the Center for Screen-Time Awareness (formerly the TV-Turnoff Network).

Yes, Jean does own a TV – two of them, in fact! But both TVs spend most of their time out of sight and out of mind in a closet. Jean and her husband are kept busy raising their very active 10 year old son, and they can't imagine how they could possibly make the time to watch more TV or video.

Don Shifrin, MD

Donald Lee Shifrin is a board certified pediatrician and Clinical Professor of Pediatrics at the University Of Washington School Of Medicine in Seattle. He has practiced in Bellevue for 29 years. He received his medical degree from Georgetown University in 1974. A three year residency and then a fourth year as Chief Pediatric Resident immediately followed at the Children's Hospital of Los Angeles.

Dr. Shifrin is an elected Fellow of the American Academy of Pediatrics and currently serves as Chair of their National Committee on Communications, which recognizes and evaluates the impact of the many positive and negative messages communicated to children by the media. The Committee formulates Academy policy statements, and promotes education and advocacy related to the impact of these messages on the health of infants, children, and young adults. He has lectured and conducted workshops for both parents and professionals concerning children and media.

Dr. Shifrin has had TV experience for two years as the pediatrician-in-studio for the KIRO's Seattle Morning television show, 7-Live.(Off air in 1999) For the past 10 years he has been the voice of the Academy's Chicago based daily CBS radio spots, "A Minute for Kids." His interviews on the effects of media and media exposure on the social, mental, and physical health of toddlers, children, and adolescents have appeared in, Good Housekeeping, Better Homes and Gardens, USA Today, the Wall Street Journal, New York Times, Washington Post, Time, and Newsweek. He has been a featured guest on the Parent's Journal weekly radio program with Bobbi Conner. He was the co-editor of the American Academy of Pediatrics' Parent Magazine, Healthy Kids, before it ceased publication in 2001.