



From Science to Sound Bites: Thinking Outside the Box to Deliver Simple Health Stories

*Monday, October 21st; 6:45 – 8:00 AM
Hilton Americas Houston, Level 4 Grand Ballroom K & L*

Abstract

Dr. Schwartz will provide an overview of their new research titled, “Provitamin A carotenoid absorption and conversion from a novel high beta-carotene tomato and from carrot is enhanced with fresh Hass avocado.” Key takeaways from this research will be used in a communications training to help attendees simplify the science into meaningful and impactful consumer messages. Two communications experts from Second City will facilitate an interactive and engaging communications training. Through improvisation and hands-on training, they will teach attendees exercises and methods to take complicated science and deliver it as a compelling, understandable story – for use in media interviews and one-on-one educational sessions.

Learning Objectives

1. Critically analyze nutrition research to identify key findings that are most relevant to consumers
2. Use and adapt communications tools, techniques and exercises to fit their professional needs
3. Develop simplified health stories and messages for consumers based on complex nutrition research

Speakers

Steven Schwartz, Ph.D.

Dr. Schwartz obtained his doctorate at the University of Wisconsin in both Food Science and Environmental Toxicology. In January 1996, Professor Schwartz accepted the faculty position as the Carl E. Haas Endowed Chair in The Ohio State University Department of Food Science and Technology. As a part of the nation’s largest land grant university, Dr. Schwartz and his colleagues work closely with food manufacturing industry in Ohio. As an Endowed Chair and Professor of Food Science and Technology, Dr. Schwartz not only teaches but also directs the Center for Advanced Functional Food Research and Entrepreneurship (CAFFRE). Dr. Schwartz also co-directs the Center for Advanced Processing and Packaging Studies (CAPPS) program. The mission of CAPPS, a National Science Foundation-initiated program, is to conduct industrially relevant research directed at developing methods and technologies for the production of safe, marketable, high-quality shelf-stable aseptic and refrigerated extended shelf-life products. Dr. Schwartz is a well-respected investigator who focuses his research on functional food

components related to phytonutrients in chronic disease prevention and control, as well as development of analytical methods of food analysis and chemical alterations of food components during processing.

Lori McClain

Lori was born in Toledo, OH and received her BFA in Acting from Wright State University. In 2004, she was honored to perform in Iraq and Kuwait as part of a Second City/USO Tour. She is a founding member of the WNEP Theatre, and while there, wrote and performed in "The Wicked and the Sexed," among others. Improv credits: "Sirens," "ComedySportz," "Blind Date," "Whose Chorus Line Is It Anyway?" (co-creator/director), "Trois," and "Baby Wants Candy." One of her favorite scripted roles was as Xena the Warrior Princess in "Xena Live!" Lori sings jazz with the "Lori McClain Trio" and is the voice of Shiva in the 2006 "Mortal Kombat" video game. She was thrilled to be an artist-in-residence at the University of Chicago Lab School summer drama program in 2005-2009. Most recent roles include Patti Blagojevich in Second City's "Rod Blagojevich Superstar!" and in numerous television commercials including, "Meijer's Stores," "Aldi Grocery Stores," "Lyrica" and "Walmart."

Piero Procaccini

Piero Procaccini graduated from Amherst College with a degree in Biology and Neuroscience. He then went on to spend over a decade studying the art of improvisation and sketch comedy in Chicago. He has completed programs at Second City, IO and the Annoyance and has gone on to teach at IO and Second City as well. He also spent several years as a part of Second City ensembles aboard Norwegian Cruise Lines, performing sketch and improv. Nowadays, he continues to travel around with Second City Communications, teaching companies how to use improv to improve their communication in business and sometimes he even gets to put his Neuroscience degree to use in understanding the decisions we make when we improvise.