

annie b. kay MS, RD, RYT

PO Box 1377, Nantucket, MA 02554

BUSINESS PROFILE

AREAS OF EXPERTISE

Health, Medical & Scientific Writing
Social Marketing
Grant Writing

Public Health Communications
Health Promotion/Counseling
Materials Development

Curriculum Design
Spokesperson
Recipe Development

KEY CLIENTS & POSITIONS

1989- present

Health & Medical Writer

Yahoo.com - *Medical Editor* Biomed, Inc. - *Medical Writer*
Boston Scientific, Inc. - *Medical Writer* iEmily.com - *Recipe Developer*
AmericasDoctor.com - *Medical Writer* OneBody.com - *Medical Writer*
Advantage Healthcare for Johnson & Johnson, Inc. - *Medical Writer*
Alimentum, the literature of food - *Poet*
Integrative Medicine Communications - *Medical Writer*
Cooking Light Magazine - *Food and Travel Writer*
South End News/Bay Windows - *Dining Out Reporter*
Wide Horizons for Children, Inc. - *Fundraiser*
New Vision International, Inc. - *Medical Writer*
Wolfe Rink Associates - *Continuing Education Program Writer*

1999-present

Principal, Sage Health Education & Communications

Clients include:
Nantucket Nutrition Action - *Project Director*
Massachusetts Department of Public Health - *Media & Campaign Manager*
Fleishman-Hillard Inc. for Ocean Spray Cranberries, Inc. - *Spokesperson*
Proctor & Gamble Healthcare Consumer Institute - *Speaker*
Nantucket Health & Spirituality Conference - *Event & Program Manager*
The Early Childhood Center of Nantucket - *Nutrition Consultant*
Cape Cod Healthcare - *Public Health Project Initiation & Manager*

1996 - 1999

Director, MA Osteoporosis Awareness Program

1997 - 1999

Acting Director, Nutrition and Physical Activity Programs

Massachusetts Department of Public Health - Boston, MA
Directed initiatives promoting nutrition, physical activity and chronic disease prevention. Managed half-million dollar budget, advisory and community relations, media, and strategic planning.

1994-1996

Manager of Nutrition Education and Communications

1996-present

Consultant

Nutritional Restart Centers - Hopkinton, MA

1987-89

Account Executive

Aigner Associates - Belmont, MA

1992

Sous Chef

MS/V Alta - St. Thomas, USVI

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EDUCATION

| | | | |
|--|------|--|---|
| 1987 | M.S. | Boston University | Nutrition Communications |
| 1983 | B.S. | Cornell University | Nutritional Biochemistry |
| <i>Certifications, Post-Graduate and Ongoing Study</i> | | | |
| 2003 | | The Yoga Studio/Barbara Benagh | Yoga Teacher Certification |
| 2002 | | Yoga Alliance | Yoga Teacher National Registration |
| 1999 | | Kripalu Center for Yoga and Health | Yoga Teacher Certification |
| 1998 | | CDC National Center for Social Marketing | Social Marketing Intensive |
| 1995 | | Kripalu, BSK Iyengar, and Interlight Centers | Iyengar, Kripalu, Astanga Yoga Training |
| 1995 | | American Society of Parenteral & Enteral Nutrition | Certification in Nutrition Support |
| 1993 | | American Dietetic Association | Dietetic Registration (RD) |
| 1991 | | Harvard University Extension | Advanced Journalism Workshops |

SELECTED ORIGINAL RESEARCH: ABSTRACT & PRESENTATION

Former name: Annie Wilde

- Wilde, A, et al. "Focus Group Research in Targeting Osteoporosis Prevention Programs and Activities." CDC Chronic Disease Prevention Conference. Washington, D.C. December 1997.
- Wilde, A, et al. "Focus Group Research in the Development of Osteoporosis Prevention Materials for Seniors." American Dietetic Association Annual Meeting & Exhibition. Boston. October 1997.
- Economos, C., Ph.D., Wilde, A., M.S., R.D. "Reaching Adolescents with Osteoporosis Prevention via Interactive Live Theater." International Society for Nutrition Education Conference. Montreal, QB. July 1997.
- Economos, C., Ph.D., Wilde, A., M.S., R.D. "A Community-Based Osteoporosis Prevention Initiative for Elder Women." National Conference on Health Education and Promotion. Atlanta. June 1997.

SELECTED PROFESSIONAL PRESENTATIONS

- Presenter. "East West Weight Management." Kripalu Center for Yoga and Health, Annual Teachers' Conference. October 2005.
- Presenter. "Physical Activity and Health - A New Paradigm of Active People in Active Communities." The Healthy Communities 2000 Project. Plymouth, MA. June 1998.
- Presenter. "Osteoporosis Prevention." MDPH Elder Fitness Conference. Boston, MA. October 1997.
- Presenter. "5-a-Day for Better Health." National Head Start Association, 24th Annual Training Conference. Boston, MA. May 1997.
- Presenter. "Health Promotion, Nutrition, and Osteoporosis Prevention in Massachusetts." National Youth Leadership Forum on Medicine. Boston, MA. June 1997.
- Section Facilitator. Nutrition for the MD. University of Massachusetts at Worcester Medical School. Worcester, MA. Winter 1996.
- Speaker. "Using Your Gut to Optimize Absorption." The Oley Foundation Annual Patient Conference. Boston, MA. Spring 1996 and Memphis, TN. Spring 1995.

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SELECTED MEDIA APPEARANCES

National

CNN Segment on malabsorptive disorders. Spring 1994.

Ivanhoe Broadcast News. Segment on malabsorptive disorders. Fall 1994.

Ivanhoe Broadcast News. Segment on eating disorders and osteoporosis later in life. Fall 1998.

Regional

WCVB-TV. Segment on osteoporosis and Hispanic women. Spring 1999.

WWLP-TV. Segment on Osteoporosis Awareness Week in Western Massachusetts. Spring 1998.

WRKO-AM. Interview on Osteoporosis Awareness Month Activities. Spring 1998, 1999.

WNTN-AM. Interview on Osteoporosis Awareness Month Activities. Spring 1998, 1999.

WHMP FM. Provided interviews for radio-live broadcast. Spring 1998.

WMIX-FM. Interview on Osteoporosis Awareness Month Activities. Spring 1999.

SELECTED PUBLICATIONS AND PROJECTS

Kay, A. "Putting the Patient First: Lessons from Social Marketing." Clinical CEU Course. *Biomed, Inc.* 1998.

Forman, H., R.D., C.N.S.D., Tu, N., R.D., C.N.S.D., Wilde, A., M.S., R.D., C.N.S.D. "The Nutritional Restart Center: A New Approach to Treating Patients with Malabsorptive Disorders." *Support Line Publication of Dietitians in Nutrition Support.* VolXVI II#1. February 1996.

Corrigan, D., Shabert, J., and Wilde, A., M.S., R.D., C.N.S.D. *Living Lactose Free Cookbook and Food Guide.* Corrigan Press. 1995.

Wilde, A. "Trials of a Tenderfoot." *Cooking Light Magazine.* May 1994.

Wilde, A. *NRConnection.* Quarterly Patient Newsletter. 1994 - 1997.

Wilde, A. "Getting Fresh: Specialty produce growers help restaurant chefs 'get fresh'." July 1990.

"The Great Outdoors: Head outside for the best dining under the sun." June 1990.

"Lean to the Lite: As the weather warms, less caloric eating gains appeal." May 1991.

The South End News/Bay Windows.

Wilde-Baltz Video Productions. "The Natural Choice"

Breastfeeding promotion videoproject for WIC of MA. Spring 1993. Original Project Presenter.

American Dietetics Association Annual Meeting & Exhibition. 1993

ORGANIZATIONS & ADVISORY COMMITTEES

American Dietetics Association/Massachusetts Dietetic Association

Publishers' Marketing Association

American Medical Writers Association

Kripalu Yoga Teachers Association / Yoga Alliance

Fmr. Chairperson, Nantucket Council for Human Services

Fmr. Advisory Committee member to Massachusetts Osteoporosis Awareness Program

Fmr. Advisory Committee to the National Institute of Health

Osteoporosis & Related Bone Disorders Resource & Information Center

References available upon request.

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