

## **Michele Simon, JD, MPH**

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### **EDUCATION**

- May 1995 **University of California, Hastings College of the Law**  
San Francisco, CA *Juris Doctor* (Admitted to CA Bar, 1995)
- Articles Editor, *Hastings Women's Law Journal*
  - Staff writer/editor for *Hastings Law News*
  - Judicial Extern, Family Law Superior Court, San Francisco
  - Board of Directors, Hastings Public Interest Law Foundation
- May 1990 **Yale School of Medicine, Department of Epidemiology and Public Health**, New Haven, CT *Master's degree in Public Health*
- Thesis: "Maternal Serum Alpha-fetoprotein Screening: A Policy Perspective," noted - *With Distinction*
  - Executive Editor for *Epidemiology and Public Health Newsletter*
  - Research Assistant to Professor Jay Katz, Yale School of Law
- June 1987 **Carnegie Mellon University**, Pittsburgh, PA  
*Bachelor of Science in Biology*; plus graduate courses in human genetics at the University of Pittsburgh

### **ACADEMIC EXPERIENCE**

- 2005-present **University of California, Hastings College of the Law**  
Adjunct assistant professor, teaching "Health Policy"  
Top rankings on student evaluations for "command of subject matter" and "integrates current developments"
- Spring-Fall 2005 **Loyola Law School, Los Angeles**  
Law Review Symposium Coordinator:  
"Food Marketing to Children and the Law"  
Solicited by Loyola to recruit 14 authors for publication; also responsible for coordinating 10 speakers for live event
- Spring 2005 **University of California, Berkeley**, University Extension  
"Politics of Food" instructor, series of seven classes  
Student evaluations ranked both course content and instructor as "exceeded expectations" or "excellent"
- Spring & Fall 2004 **San Jose State University**, Osher Lifelong Learning Institute: "Politics of Food" instructor, series of four classes  
Ranked "excellent" for overall course rating, demonstrating knowledge, and encouraging active participation

Fall 1999                    **John F. Kennedy University School of Law,**  
Walnut Creek CA    Adjunct Professor of Law  
Taught “Gender Bias and the Law”

## **OTHER EXPERIENCE**

2005-present            **Rudd Center for Food Policy and Obesity at Yale**  
Consultant on school-based nutrition legislation research

2004-present            **Public Health Advocacy Institute, Boston, MA**  
Consultant on legal strategies in obesity control

2003                      **Prevention Institute, Oakland CA**  
Coordinated the Strategic Alliance for Healthy Food and  
Activity Environments, a California policy coalition

2002-present            **Public Health Institute, Oakland CA**  
**Technical Assistance Legal Center**  
Consultant on legal strategies in nutrition advocacy

2000-present            **Center for Informed Food Choices, Oakland CA**  
Founder and director of nonprofit that raises awareness  
about the politics of food; Editor, *Informed Eating: A  
Newsletter of Food Politics and Analysis*

1998-present            **Consultant, lawyer, writer, and speaker**  
Specializing in nutrition policy, the food industry, and legal  
strategies in nutrition advocacy and the obesity epidemic

1997-1998              **Physicians Committee for Responsible Medicine,**  
Washington DC and San Francisco CA  
Policy analyst for non-profit organization advocating disease  
prevention through better nutrition; developed strategies for  
improving government nutritional policies

1994-1996              **Lieff, Cabraser, Heimann & Bernstein, San Francisco CA**  
Associate in law firm specializing in plaintiffs class actions such  
as toxic tort and product liability; cases included breast implants,  
chemical exposure, and tobacco (Castano national litigation)

## **BOOKS AND ACADEMIC PUBLICATIONS**

*Appetite for Profit: How the Food Industry Undermines Our Health and  
How to Fight Back* (Nation Books: forthcoming, fall 2006)

Simon, M and Fried, E, “State Laws on School Vending: A Progress  
Review and Call to Action” (under review)

Simon, M. “Food Marketing to Children and the Law: An Introduction,”  
*Loyola of Los Angeles Law Review*, forthcoming, 2006.

Simon, M. "Can Food Companies be Trusted to Self-Regulate? An Analysis of Corporate Lobbying and Deception to Undermine Children's Health," *Loyola of Los Angeles Law Review*, *forthcoming*, 2006.

Mikkelsen L, Simon M, Cohen L, Van Wert J. "Environmental and Policy Approaches to Promoting Healthy Eating and Activity Behavior." Report prepared for The California Endowment, with Prevention Institute, July 2003.

Mikkelsen L, Simon M, Cohen L. "Health Education Approaches to Promoting Healthy Physical Activity and Nutrition Habits." Report prepared for The California Endowment, with Prevention Institute, July 2003.

Simon M. "Still Cloudy, With Little Chance of Clearing: FDA's Proposed Rule on Structure/Function Claims for Dietary Supplements," *Hastings Women's Law Journal*, Winter 2000.

Haapapuro ER, Barnard ND, and Simon M. "Animal Waste Used as Livestock Feed: Dangers to Human Health," *Preventive Medicine*, Vol. 26, 1997.

Simon M. "The Silicone Gel Breast Implant Controversy: The Science Surrounding the Regulation and Litigation," *Journal of Products and Toxics Liability*, Vol. 17, No. 2, 1995.

## **SELECTED OTHER PUBLICATIONS**

In Fact item on Clinton and Soda Industry, *The Nation*, June 26, 2006

"Soda Deal with Clinton Foundation Latest PR Stunt," *CommonDreams.org*, May 5, 2006

"Fast Food, Still Bad," *New York Times*, April 23, 2006 (letter)

"Suing the Pants off SpongeBob," *Alternet*, February 1, 2006

"McDonald's Labeling Scheme: Not Lovin' It," *Alternet*, November 5, 2005

"Big Food Touts Responsible Marketing to Kids, but is it true," *Food for Good*, November 2005

"Big Food's 'Health Education,'" *San Francisco Chronicle*, September 7, 2005

"Big Soda's Publicity Stunt," *Alternet*, August 29, 2005

"Government Abandons Children to Big Food," *Alternet*, July 22, 2005

"The Junk Food Lobby Wins Again," *Alternet*, June 17, 2005

"Kraft's Two-Faced Ad Policy," *Mothering*, May/June 2005

"MyPyramid, Inc: Federal Nutrition Guide Hijacked by Food Giants," *Ascribe Newswire*, April 25, 2005

"Food Giants on the Run: Industry Rewrites Laws to Avoid Liability," *CorpWatch*, March 21, 2005

“Junk Food’s Health Crusade,” *Multinational Monitor*, March/April 2005

“Consumer Deception Exposed,” *VegNews*, March/April 2005

“Thirst for Profit: The Battle over Soda Vending Machines in Schools,” *Mothering*, March/April, 2005

“Why Uncle Sam Won’t Tell You What Not to Eat,” *San Francisco Chronicle*, January 19, 2005

“Super-sized PR: McDonald’s Nutri-washing Campaign,” *VegNews*, January/February 2005

“Making Schools Safe from the Dairy Industry,” *VegNews*, November/December 2004

“Strange Bedfellows Sell Out Schoolchildren's Health,” *Ascribe Newswire*, September 27, 2004

“Get Rid of those Empty Calories with 'Nutri-wash,’” *San Francisco Chronicle*, September 8, 2004

“Back To School -- Junk Food Equals Big Profits, Minus Healthy Kids,” *Pacific News Service*, September 3, 2004

“Obesity Summit: Food Industry Love Fest,” *VegNews*, September/October 2004

“Uncle Sam’s Obesity Rx: Small Steps and Counting Calories,” *VegNews*, July/August 2004

“Washington Wages Super-Size Effort to Weaken WHO Report,” *Pacific News Service*, May 7, 2004

“‘Big Food’ Lawsuits Can Help Trim America's Waistline,” *Pacific News Service*, April 1, 2004

“Is Junk Food the Next Tobacco? Using the Law to Take on Big Food,” *VegNews*, March/April 2004

“Low-carb Means High Profits for Food Giants,” *San Francisco Chronicle*, January 23, 2004

“Real Reasons to Be Mad About Beef,” *TradingCharts.com*, January 22, 2004

“Food Fight: Book Review,” *VegNews*, November/December 2003

“Is Junk Food the Next Tobacco?” *Oakland Tribune*, June 8, 2003

“Fat Land: Book Review,” *VegNews*, May/June 2003

“Fast Food Nation: Book Review,” *VegNews*, April 2001

“Organic Standards, Round Two,” *WholeFoods.com*, June 2000

“New Dietary Guidelines Proposed Amidst Controversy,”  
*WholeFoods.com*, May 2000

“Hog Factory Farming: Lagoons or Environmental Menace?”  
*WholeFoods.com*, July 1999

“High-Tech Food Fight: The Controversy Surrounding Genetically Engineered Foods,” *New Age*, March/April 1999

“The Politics of Meat: How Big Business Influences Government Policy and our Food Choices,” *The EarthSave Newsmagazine*, Fall 1998

“School Lunch is Mostly Junk; Children Served a Plate of Fat Despite Government Dietary Guidelines,” *Pacific News Service*, August 1998

“Veggie Libelous: Free Speech at Stake in Oprah Winfrey Trial,” *Knight Ridder Newspapers*, January 1998 (op-ed)

Various letters to the editor published in newspapers such as the *Washington Post*, the *San Francisco Chronicle*, the *San Jose Mercury News*, and *USA Today*. 1997-present.

## **SELECTED LECTURES AND TESTIMONY**

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|----------------|---|
| April 2006     | “Politics of Childhood Obesity:” How Food Companies Target Kids and Undermine Nutrition Policy,” Tulane University School of Public Health and Tropical Medicine  |
| March 2006     | “How Big Food Resists Government Regulation: Corporate Spin in the Obesity Debate,” University of California, Berkeley, Food Politics Lecture Series (Introduced by Marion Nestle)  |
| October 2005   | “Can Food Companies be Trusted to Self-Regulate? An Analysis of Corporate Lobbying and Deception to Undermine Children’s Health,” Loyola Law School, Symposium on Food Marketing to Children and the Law (Also moderated panel) |
| September 2005 | “State Legislation and Obesity,” Third Annual Conference on Legal Approaches to the Obesity Epidemic, Northeastern University School of Law   |
| August 2005    | Comments Submitted to the Federal Trade Commission, “Marketing, Self-Regulation and Childhood Obesity” (2 <sup>nd</sup> set)  |
| July 2005      | Oral Remarks at Federal Trade Commission workshop, “Marketing, Self-Regulation and Childhood Obesity”   |
| July 2005      | Comments Submitted to the Federal Trade Commission, “Marketing, Self-Regulation and Childhood Obesity”  |
| October 2004   | “Is Junk Food the Next Tobacco?” University of California, Hastings College of the Law  |

- October 2004 "Politics of Food Safety," Concert & Lecture Series, City College of San Francisco
- September 2004 "Is Junk Food the Next Tobacco?" NYU School of Law
- September 2004 "State Nutrition Legislation" and "Food Industry Lobbying," Second Annual Conference on Legal Approaches to the Obesity Epidemic, Northeastern University School of Law
- September 2004 "Politics of Nutrition," City College of San Francisco
- August 2004 "Federal and State Nutrition Legislation," California Nutrition Network Social Marketing Conference, Sacramento CA
- May 2004 "Politics of Global Obesity," EF International, Mills College
- May 2004 Testimony in opposition to AB 1909, a bill to ban obesity-related lawsuits against the food industry, Assembly Committee on Judiciary, California Legislature
- May 2004 "Politics of Nutrition," University of California, Berkeley, graduate student study group on food politics
- April 2004 "Politics of Nutrition," University of California, Berkeley, School of Public Health, Public Health Nutrition
- March 2004 "Politics of Obesity: Taking on the Junk Food Industry," Society of Certified Nutritionists, Berkeley CA
- November 2003 "Politics of Nutrition and Is Junk Food the Next Tobacco," McDougall Wellness Center, Santa Rosa CA
- October 2003 "Fast Food, Junk Food: Impacts on People and Planet," *Planet on Our Plate*, Stanford University CA
- October 2003 "Is Junk Food the Next Tobacco? How Nutrition Advocates are Using the Law to Take on the Food Industry," *World Vegetarian Day Celebration*, San Francisco CA
- October 2003 "Politics of Nutrition," Starr King School of Ministry, Berkeley CA; member Graduate Theological Union
- August 2003 "Strategic Alliance for Healthy Food and Activity Environments," California Project LEAN (Leaders Encouraging Activity and Nutrition) Annual Meeting, Sacramento CA
- August 2003 "Local Strategies for Healthy Eating Environments," California Nutrition Network Social Marketing Conference, Sacramento CA
- March 2003 "Politics of Nutrition," *Vegan Healthy Eating Program*, University of California San Francisco Medical School; affiliated with Dr. Dean Ornish's Preventive Medicine Research Institute
- January 2003 "Politics of Nutrition," Stanford Vegan Action, Stanford University

- November 2002 "Politics of Nutrition," San Francisco State University, Environmental Health; graduate course guest lecture
- June 2002 "Politics of Nutrition," EarthSave New York's *Taste of Health Festival*, New York City
- July 2001 "Politics of Nutrition" and "Junk Food Nation," *Vegetarian Summerfest*, Pittsburgh PA
- July 2000 "Politics of Nutrition" and "Politics of Food Safety," *World Vegetarian Congress*, Toronto, Canada

## **SELECT MEDIA APPEARANCES AND PRODUCTIONS**

- July 2006 *Morning Show*, KPFA Radio
- May 2006 *On the Media*, National Public Radio
- May 2006 *Flashpoints*, Pacifica Radio
- May 2006 *Nutrition on the Line*, WOOL FM, Vermont
- February 2006 KTVU News segment on school food
- February 2006 *Beyond Organic*, nationally syndicated radio
- December 2005 *Healthstyles*, WBAI, New York City
- September 2005 *Healthstyles*, WBAI, New York City
- June 2005 *A Distant Shore*, WHUS, University of Connecticut
- May 2005 *Public Affairs Hour*, KPCW, Salt Lake City (NPR affiliate)
- November 2004 "The Ethics of Eating", *City Visions*, KALW, San Francisco
- October 2004 *Marcy Smothers Show*, KSRO, Sonoma County, CA
- September 2004 *Vegetarian Stew*, KAFM, Grand Junction, Colorado
- August 2004 "Low-carb Diets," *City Visions*, KALW, San Francisco
- April 2004 *Healthful Living*, KPOO, San Francisco
- February 2004 *ViewPoint*, KWMR, Community Radio for West Marin
- April 2002 "The American Diet and Eating Culture," *City Visions*, KALW (panel with Marion Nestle)
- October 2001 "Food for Thought: Nutrition and Healthy Kids," *Making Contact*, nationally syndicated
- February 2001 "Milk, Meat, and Money," *Making Contact*
- June 2000 "Factory Farming," *Terra Verde*, KPFA
- September 1999 "What's for Lunch? Surplus Agriculture and School Meals," *Making Contact*, nationally syndicated

## ARTICLES INTERVIEWED FOR, QUOTED IN

- “Five Foods to Fear,” Time.com, June 7, 2006
- “Is the American Heart Association Pulling its Troops Out of State Beverage Fights?,” Corporate Crime Reporter, June 1, 2006
- “How Bill sealed the soda deal,” *TIME*, May 15, 2006
- “Soda guidelines could go flat,” *United Press International*, May 10, 2006
- “Junk-Food Pushers on Defensive as Kids’ Advocates Push Back,” *The New Standard*, May 8, 2006
- “Fighting for Fitness,” *Edutopia*, December/January 2006
- “Time to get tough on soda pop,” *Seattle Times*, September 12, 2005
- “California says 'no' to junk-food sales in schools,” *Christian Science Monitor*, September 6, 2005
- “Soft-drink industry issues new school policies,” *Advertising Age*, August 17, 2005
- “Food marketers’ self-regulation called a failure,” *Advertising Age*, July 16, 2005
- “Nickelodeon jumps on health-food bandwagon,” *New York Post*, July 14, 2005
- “Showdown looms on food advertising to children,” *FoodProcessing.com*, June 27, 2005
- “The food pyramid scheme,” *Salon*, April 21, 2005
- “Now serving no trans fat!” *Salon*, March 7, 2005
- “Food industry touts more healthful fare, but is it?” *San Diego Union-Tribune*, February 13, 2005
- “School Food Revolution,” *American School Board Journal*, January 2005
- “School lunch bill targets obesity,” *Boston Globe*, October 25, 2004
- “Political Science,” *Food Systems Insider*, May 2004
- “PepsiCo gets fatter, so do we,” *San Francisco Chronicle*, October 8, 2003
- “Consumer groups face big foe in food fight,” *Rocky Mountain News*, July 24, 2003



**ACTIVE MEMBERSHIPS**

- Association of Health Care Journalists
- California Nutrition Network, Joint Steering Committee
- California State Bar
- Community Food Security Coalition
- Strategic Alliance for Healthy Food and Activity Environments

**ADDITIONAL SKILLS AND INTERESTS**

- Nonprofit Management: Founder and Director, Center for Informed Food Choices
- Event Planning: created and coordinated more than 40 nonprofit events
- Stand-up Comedy: produced and hosted three food-themed shows