

# The First Decade of the *Journal of Nutrition Education and Behavior*

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## INTRODUCTION

This article examines the first decade (1968-1977) of the *Journal of Nutrition Education* (JNE) from two perspectives: 1) the history and context of the decade and the Journal as they relate to nutrition education, and 2) progress in the field of nutrition education as reflected in the Journal during these first 10 years.

The pages of the Journal's first 10 years offer a treasure of information and history, documenting advances in defining, implementing, and evaluating nutrition education and serving as a valuable chronicle of national and global nutrition-related events. Please note that the phrase "and Behavior" was added to the Journal title in 2002. For this article, authors refer to the title in use from 1968-1977.

## CONTEXT OF THE JOURNAL'S FIRST DECADE

Material in JNE often reflected the general context of the time; Table 1 presents a timeline of selected nutrition and policy events in the 1960s through the late 1970s.

The prototype issue of Fall 1968 stated that the Journal was "designed for those professionally engaged in the dissemination of nutrition information" (Visit <http://www.sne.org/documents/FirstJNEB.pdf> to view a pdf copy of this issue). The description used for the next 3 years was that JNE was intended for "professionals who are interpreters of nutritional science and motivators for the development of good nutrition practices." Topics appropriate to the scope of the Journal were added to this description in 1972, such as "the relationship of behavioral, social, cultural and psychological, political and economic influences with nutrition education as a means to bring about effective changes in food habits."<sup>1</sup> By the end of the Journal's first decade, the description read:

[JNE] is designed for persons who are interpreters of nutritional sciences and motivators for the development of good nutritional practices. The Journal publishes original articles (research, features and critiques), reviews, editorials, letters to the editor, and other information to assist nutrition educators to be up-to-date and effective in teaching, counseling or communicating.<sup>2</sup>

## JOURNAL EDITORS

### Executive Editor (George M. Briggs, 1968-1976).

As the founding Executive Editor of the Journal, George Briggs, Chair of the Nutrition Sciences Department at the University of California (UC), Berkeley raised funds for the development and publication of the Journal until it was self-sustaining in its fifth year. Briggs also took the role of developing and overseeing each issue and initiated the peer-review process.

In the first article of the first issue of the Journal, Dr. Briggs expressed his interest in bringing wider public dissemination of science-based nutrition information. He made a call to intensify research in nutrition education, and noted that the minimal nutrition training for a nutrition educator still needed to be determined.<sup>3</sup> In 1976, in his farewell editorial as Executive Editor, Briggs made a call for advances in developing effective nutrition education programs and promoting "more and better research in this vital area."<sup>4</sup>

### Editor (Helen Denning Ullrich, 1968-1979).

Helen Ullrich had served as a nutrition specialist in the Agricultural Extension Service at UC, Berkeley. She assisted in the preparation of the prototype issue and then became the Journal's first Editor. She described the Journal as a way to "define and increase interest in the profession of nutrition education" and to encourage readers into taking action on the issues of the day.<sup>5</sup>

A sampling of titles of her editorials over the decade showed her ability to highlight a variety of relevant topics for the Journal readership: Teaching Tools<sup>6</sup>; Nutrition Education: How Effective<sup>7</sup>; Food Industry and Nutrition Education<sup>8</sup>; The Depth and Breadth of Nutrition Education<sup>9</sup>; Goals for Nutrition Education<sup>10</sup>; The Consumer's Right to Know<sup>11</sup>; and The Preventive Approach.<sup>12</sup>

**Editorial Staff.** Scientific, Associate, and Contributing Editors listed in the Journal throughout the decade included: Margaret Phillips (assistant, later associate, editor); Christine S. Wilson and Katherine Cooper (contributing editors); Norma Wightman (assistant editor); and Susan Oace (scientific editor, beginning in 1976). Members of the Board of Editors in the early years (then called associate editors, changing to an editorial board in 1975) included Jean Mayer, Johanna Dwyer, Ruth Huenemann, Diva Sanjurjo, and Helen Guthrie.

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**Table 1.** Timeline: Nutrition and Policy Context for the Journal's First Decade

Year	Event
1964	Head Start program began.
1965	Food Stamp Act passed; Older Americans Act passed; National Household Food Consumption Survey began.
1966	The International Covenant on Civil and Political Rights and the International Covenant on Economic, Social and Cultural Rights ratified by the United Nations; Child Nutrition Act of 1966 added school breakfast, expanded school lunch programs, and authorized the consolidation of all school food service programs within one federal agency (USDA).
1967	Society for Nutrition Education incorporated (in Contra Costa County, California); Citizen's Board of Inquiry into Hunger and Malnutrition in the United States formed.
1968	Senate Select Committee on Nutrition and Human Needs formed; Expanded Food and Nutrition Education Program (EFNEP) started through the Cooperative Extension Service, USDA; Start of Ten-State Nutrition Survey, sponsored by the Department of Health Education and Welfare (DHEW) to identify signs of hunger and malnutrition in U.S. populations and their socio-economic context.
1969	White House Conference on Food, Nutrition, and Health convened; "Sesame Street" began on public television.
1970	Child Nutrition and National School Lunch Acts amended by PL 91-248 that appropriated funds specifically for nutrition education, established uniform national guidelines to determine eligibility for the free and reduced-price meal program, created the National Advisory Council on Child Nutrition, and gave USDA authority to issue regulations concerning foods available on the school campus; Food Research and Action Center formed; Center for Science in the Public Interest organized.
1971	25 <sup>th</sup> Anniversary of the National School Lunch Act 1946-1971; Food and Nutrition Information and Education Materials Center started at the National Agricultural Library; National Nutrition Education Conference held in Washington DC, co-sponsored by USDA and the Interagency Committee on Nutrition Education; First Asian Congress of Nutrition held.
1972	The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) began within USDA; Legislation funded a program providing a minimum of one hot meal for older adults, through the Administration on Aging; FDA Proposal for voluntary nutrition labeling issued, incorporating RDA as the standard for nutrient values.
1974	Senate Select Committee on Nutrition and Human Needs held hearings on National Nutrition Policy Study; Revision of RDA published; Council on Nutritional Anthropology founded (later The Society for the Anthropology of Food and Nutrition).
1977	Food Stamp Act of 1977 provided program reforms leading to greater access to nutrition assistance (the first Food Stamp Program began in May, 1939); The Senate Select Committee on Nutrition and Human Needs issued Dietary Goals for the United States; Nutrition Education and Training (NET) Program authorized.

**Editorial Office.** The editorial office was maintained at the UC, Berkeley campus throughout the first decade.

**Journal Advisory Council.** From the first issue, the Journal had an Advisory Council, originally made up of 10 professionals from the nutrition and health fields. The first Council included a physician; the Editor of the *Journal of the American Dietetic Association*; the director of the American Medical Association Council on Foods and Nutrition; and representatives from the USDA, the Nutrition Foundation, the Vanderbilt University School of Medicine, and

University food science, nutrition, child development, and epidemiology departments.

**Journal Format.** The Journal started as a quarterly publication. Published articles were first designated as "Articles" or "Activity/Program Reports," with a portion of the articles in the first few years serving as viewpoints on the need for effective nutrition education. Other articles were primarily program descriptions, or, as an author of a letter to the editor remarked, "things I did" articles,<sup>13</sup> reflecting the infancy of nutrition education's theoretical and re-

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