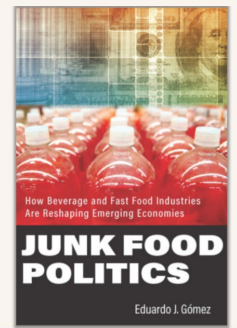


# Book Talk: “Junk Food Politics: How Beverage and Fast Food Industries Are Reshaping Emerging Economies” by Dr. Eduardo J. Gómez



## About the Guest Speaker, Moderator, and Panelists:

### Guest Speaker



**Dr. Eduardo J. Gómez** is Associate Professor and the Director of the Institute of Health Policy and Politics in the College of Health at Lehigh University and author of *Junk Food Politics: How Beverage and Fast Food Industries Are Reshaping Emerging Economies* (Johns Hopkins University Press, 2023). A political scientist by training, Dr. Gómez’s research focuses on the politics of global health policy, with a focus on emerging middle-income countries. He is also the author of *“Geopolitics in Health: Confronting Obesity, AIDS, and Tuberculosis in the Emerging BRICS Economies”* (Johns Hopkins University Press, 2018). Previously, Dr. Gómez was an Associate Professor (UK Senior Lecturer) at King’s College London, Assistant Professor at Rutgers University at Camden, and pre-doctoral visiting scientist at the Harvard School of Public Health.

### Guest Student Panelists



**Heidi Bayer**, MPH Community Health candidate (2023), CUNY Graduate Center at the School of Public Health, is currently a Citywide Wellness Coordinator at WorkWell NYC in the Mayor’s Office of Labor Relations in New York City. Prior to seeking a master’s degree in public health and a career in public health, Heidi worked in the advertising, film, and television industries for over a decade after graduating with a degree in film and video from California Institute of the Arts. Heidi’s personal journey with atopic disease (environmental allergies, asthma, eczema, rhinitis and food allergies) led her to become an advocate and Chairman of the Board for two patient-driven nonprofits, Kids with Food Allergies (KFA) and

the Asthma and Allergy Foundation of America (AAFA) for over 15 years; she continues to serve as a board director. She is also a recipe creator and is working on a book (working title) called *The Food Book: the essential guide to prescribed diets*. This book will support the current public-health crisis – over 60% of Americans are living with chronic disease - and address the commercial determinants of health. In her spare time, Heidi is an advocate for food and climate justice and is actively involved in community organizations that work to improve access to clean air and healthy food for all.

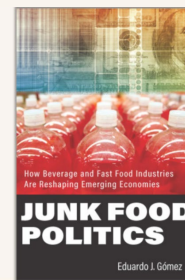


**Molly Comeaux**, JD Candidate at CUNY Law School, Student Organizer for the Campaign for Healthy Food with the CUNY Urban Food Policy Institute. She has previously worked for several food justice organizations developing and communicating paths to build community power in decision-making regarding food distribution and availability. She is from Houston, Texas, and loves a good gumbo.

### Moderator



**Eman Faris** is the Director of Advocacy at the CUNY Urban Food Policy Institute. Before coming to the Institute, she was with the Summer Public Health Scholars Program (SPHS) at Columbia University where she worked as a coordinator supporting students through a 10-week immersive experience to prepare them for a career in public health. Eman has also worked supporting food justice initiatives in upper Manhattan with the Washington Heights & Inwood (WHIN) Food Council, helping to manage volunteers and overseeing all day-to-day activities.



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In this book talk Dr. Eduardo J. Gómez, Associate Professor and the Director of the Institute of Health Policy and Politics in the College of Health at Lehigh University, presents his newest book “[Junk Food Politics: How Beverage and Fast Food Industries Are Reshaping Emerging Economies](#)” (Johns Hopkins University Press, 2023). A political scientist by training, Dr. Gómez’s research focuses on the politics of global health policy, with a focus on emerging middle-income countries. He is also the author of “Geopolitics in Health: Confronting Obesity, AIDS, and Tuberculosis in the Emerging BRICS Economies” (Johns Hopkins University Press, 2018). Previously, Dr. Gómez was an Associate Professor (UK Senior Lecturer) at King’s College London, Assistant Professor at Rutgers University, and pre-doctoral visiting scientist at the Harvard School of Public Health.

### Additional Resources:

Gómez, E. J. (2023). *Junk Food Politics: How Beverage and Fast Food Industries Are Reshaping Emerging Economies*. JHU Press. <https://www.press.jhu.edu/books/title/12450/junk-food-politics>

Huang, P. (February 1, 2023) Junk food companies say they're trying to do good. A new book raises doubts, NPR, <https://www.npr.org/sections/goatsandsoda/2023/02/01/1151689243/junk-food-companies-say-theyre-trying-to-do-good-a-new-book-raises-doubts>

Gómez, E. J. (2021). Getting to the root of the problem: the international and domestic politics of junk food industry regulation in Latin America. *Health Policy and Planning*, 36(10), 1521-1533.

Gómez, E. J. (2022). The politics of ultra-processed foods and beverages regulatory policy in upper-middle-income countries: industry and civil society in Mexico and Brazil. *Global Public Health*, 17(9), 1883-1901.

Gómez, E. J. (2019). Coca-Cola’s political and policy influence in Mexico: understanding the role of institutions, interests and divided society. *Health Policy and Planning*, 34(7), 520-528.

Gómez, E. J., & Méndez, C. A. (2021). Institutions, policy, and non-communicable diseases (NCDs) in Latin America. *Journal of Politics in Latin America*, 13(1), 114-137.

Gómez, E. J. (2015). Understanding the United States and Brazil’s response to obesity: institutional conversion, policy reform, and the lessons learned. *Globalization and Health*, 11, 1-14.

Gómez, E. J. (2022). Enhancing our understanding of the commercial determinants of health: Theories, methods, and insights from political science. *Social Science & Medicine*, 301, 114931.

Nestle, M. (2015). *Soda politics: taking on big soda (and winning)*. Oxford University Press, USA.

Freudenberg, N. (2014). *Lethal but legal: corporations, consumption, and protecting public health*. Oxford University Press.

Freudenberg, N. (2021). Corporations, Health, and Global Politics. In *Oxford Research Encyclopedia of International Studies*.

Freudenberg, N. (2018). Changing Food Industry Practices that contribute to diet-related chronic diseases. *CUNY, Urban food policy Institute*.

Freudenberg, N. (2005). Public health advocacy to change corporate practices: implications for health education practice and research. *Health Education & Behavior*, 32(3), 298-319.

Healthy CUNY, <https://www.healthycuny.org/>