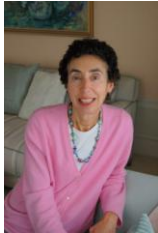




PEACHSF.org

Who We Are



[Dana Woldow](#)

PEACHSF team leader

Dana Woldow has been a leader in improving school food in San Francisco since 2002, when she formed a school wide nutrition committee to run a pilot removing junk food from the cafeteria at her children's middle school. The healthy menu [developed](#) to replace junk food at Aptos Middle School in San Francisco became standard at all of the city's public middle and high schools in 2003, when SFUSD adopted one of the country's earliest wellness policies. She served as co-chair of the SFUSD Student Nutrition and Physical Activity Committee from October 2003 to June 2011. Dana [writes](#) frequently about school food issues. She is a parent of three children, all of whom attended SFUSD schools kindergarten through 12th grade, and has been an active volunteer in the public schools since 1991. She has been profiled by the [SF Chronicle](#), [GreatSchools](#), and [CNN](#).



Laura Brainin-Rodriguez, MPH, MS, RD

PEACHSF team nutrition specialist

Laura Brainin-Rodriguez is with Nutrition Services of the San Francisco Department of Public Health. There she provides staff and provider training and consultation, and develops and implements community nutrition education programs for the Network for a Healthy California in the Feeling Good Project. Her project reaches 10,000 to 30,000 people a year through presentations, technical assistance, nutrition education materials and community partnerships, and 2-5 million a year through media outreach. She has a Master's in Nutrition and a Master's in Public Health Nutrition, both from UC Berkeley, and has taught at UCSF School of Nursing, S.F. State University, City College of S.F., St. Mary's College, Universidad Centroamericana in Nicaragua and UC Berkeley Extension. She has done hundreds of presentations for lay and professional audiences on the role of nutrition in health promotion, and has provided individual nutrition consultation to over 10,000 people seeking to improve their nutritional well being.



Margaret Brodkin

PEACHSF team advocacy specialist

Margaret Brodkin is universally recognized as the leader of the San Francisco children's movement. For 35 years, she has been advocating for the city's children, and she is known and respected as one of the most effective voices for children in the country. She served as Executive director of Coleman Advocates for Children and Youth in San Francisco from 1978-2004; as Director of the San Francisco Department of Children, Youth and Their Families from 2004-2009 (the department that was initiated in 1989 by her work); and as Director of New Day for Learning in San Francisco from 2009-2011. She heads [Margaret Brodkin and Associates](#) in San Francisco, which in 2013 is leading the new initiative: [Funding the Next Generation](#).



Caroline Grannan

PEACHSF team outreach specialist

Caroline Grannan is a longtime San Francisco parent, volunteer, advocate and blogger, and has been working for improved school food since 2002. She has served on the San Francisco Unified School District's Student Nutrition and Physical Activity Committee since 2003, and in 2004, was the author of a California State PTA resolution that made it policy for the nation's largest state PTA to advocate for healthy school food. She is a journalist with a background as a newspaper editor and has specialized in communications on school food issues, informing the press and parents about breaking news, achievements and challenges in improving school food.



Patricia Gray, Ed.D

PEACHSF team school administration specialist

Dr. Gray was Principal of San Francisco's Balboa High School from 1999-2009, and prior to her retirement, oversaw 7 schools in the Bayview area of San Francisco serving many of the city's

lowest income families. In 2003, Balboa was the first high school to come into compliance with the new SFUSD nutrition policy, which called for removal of soda and junk food from district cafeterias. Under Dr. Gray's leadership, Balboa piloted SFUSD's first high school salad bar, first point of sale swipe card for school meals, and first lunch program to eliminate a la carte and make all choices available to all students regardless of family income. She served on the SFUSD Student Nutrition and Physical Activity Committee from 2006 to 2011. Currently Dr. Gray is sharing her 48 years of experiences as an educational consultant.



Max Schreiber

PEACHSF team social media specialist

Max Schreiber is a 2011 graduate of the Broadcast and Electronic Communication Arts department at San Francisco State University. He has produced numerous [videos](#) about schools and food, including ["On the Go Snack Boxes"](#), which won first prize in the USDA's MyPlate Fruit & Veggies Video Challenge. He also produced ["Tomatoes and Carrots and Romaine -- Oh My!"](#), about efforts to install salad bars in San Francisco public schools, ["Fruitify Yourself"](#), documenting the Fresh Fruit and Vegetable Program grant at Balboa High School, and ["We Need Better School Food"](#), a short summary of the challenges of the National School Lunch program, made for Marion Nestle, PhD., professor at New York University and noted author on nutrition and health.



Ed Wilkins

PEACHSF team school food services specialist

Ed Wilkins retired as Student Nutrition Director for San Francisco Unified School District at the end of June 2013, after 16 years with the district. He managed the original pilot that removed soda and junk food from SF's Aptos Middle School in spring 2003, then expanded that successful effort to all middle and high schools the next school year. He brought Grab n Go breakfast to 20 middle and high schools, opened salad bars, eliminated competitive food sales that stigmatized free lunch, and installed a Point of Sale swipe card payment system in all schools. In January 2013, a contract with Revolution Foods put a healthy and tasty meal on the table for every SFUSD student, thanks to Ed's tireless efforts.



Janet Wojcicki, Ph.D, MPH

PEACHSF team medical research specialist

Janet Wojcicki is an Assistant Professor of Pediatric Gastroenterology, Hepatology and Nutrition at the University of California, San Francisco (UCSF). She joined the faculty at UCSF in 2005 and originally trained at Stanford University, UCLA and UC Berkeley in Anthropology and Epidemiology. She currently teaches medical students, residents and fellows at UCSF and focuses on early life risk factors for childhood obesity in addition to school based nutritional interventions. In particular, her studies have focused primarily on risk factors for obesity among Latinos. She has published widely including in the American Journal of Public Health, Pediatrics, the New England Journal of Medicine and PLOS One.



Jill Wynns

PEACHSF team school board specialist

In 21 years on the San Francisco Board of Education, Jill Wynns has earned a reputation for independence, integrity, thorough understanding of complex issues, and relentlessness in asking tough questions. She is an expert in the complex areas of school budgeting and finance and has done extensive research and observation on best practices in education nationwide. A knowledgeable champion of healthy school food, she wrote both the groundbreaking Commercial-Free Schools Act, which banned advertising and commercialism in SFUSD schools, and also the landmark resolution getting junk food out of SFUSD schools, which led to the district's taking a leadership role in young people's health with the Wellness Policy. In 2012 she was President of the California School Boards Association. Currently she serves on the Board of Directors of the National School Boards Action Center.

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