



CALIFORNIA STATE UNIVERSITY  
**FULLERTON**

**Dr. Jeff Fortuna**  
Health Science  
Clinical Nutrition





Dr. Jeff Fortuna possessed a **passion** for educating and helping others. He had an **insatiable intellectual curiosity**. He was deeply dedicated to his **work** and to his **family**. He loved being a part of **Cal State Fullerton** and specifically being a member of the **teaching faculty** in the Department of Health Science.



Jeff was raised in **San Bernardino** and graduated from Pacific High School in 1966. After high school, Jeff attended the **University of Arizona**, where he graduated with a Bachelor's Degree in Education in 1972.

He continued his studies and graduated from **California State University, Long Beach** with a Master's Degree in Public Health and **Loma Linda University** with a Doctorate in Public Health.



After completing his doctorate Jeff embarked on a long, successful career as a professor, teacher, writer, lecturer, researcher, and interventionist in the fields of public health, nutrition, pharmacology, and related health sciences.



Jeff was a lecturer in the Department of Health Science (now Public Health) at **Cal State Fullerton** from 1987 to 2014.

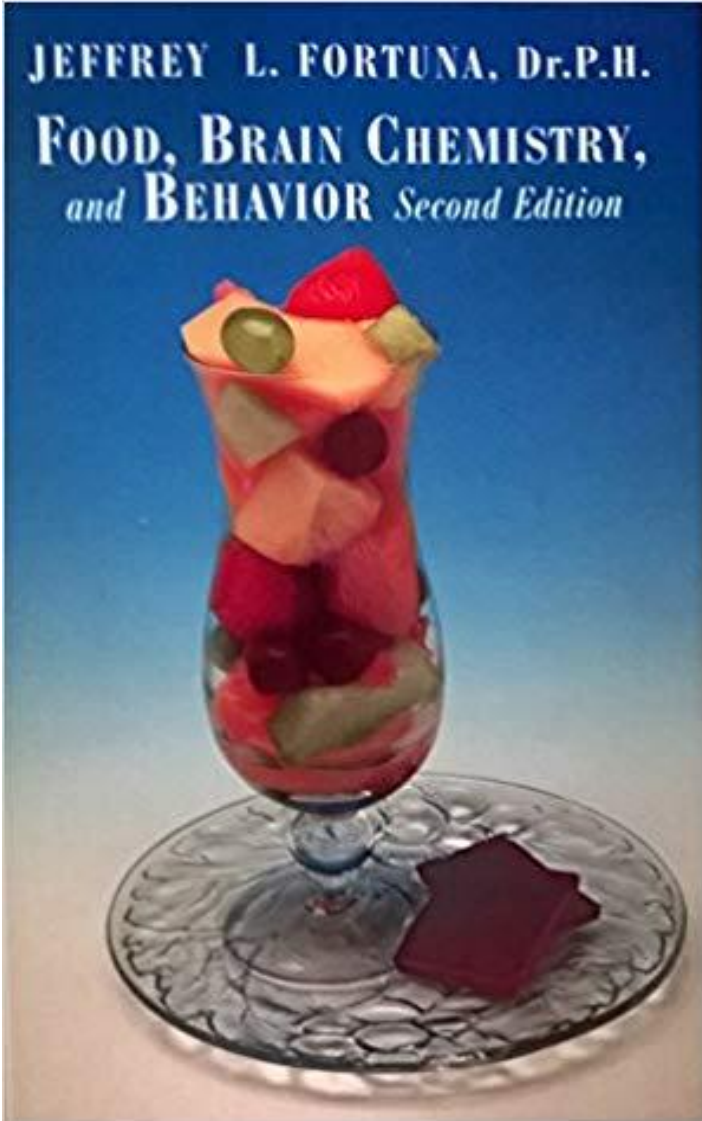
During that same time he also taught courses at **Chapman University** and at **Cal State Long Beach**.



Jeff's passion was always with his students. He was a **highly respected faculty member** of the Department of Health Science at Cal State Fullerton. He **taught** multiple sections of HESC 321 Drugs and Society; HESC 350 Nutrition: Link to Better Health; and other Health Science courses for over **27 years**.

JEFFREY L. FORTUNA, Dr.P.H.

**FOOD, BRAIN CHEMISTRY,  
and BEHAVIOR** *Second Edition*



Jeff's expertise in brain chemistry and behavior research led him to publish *Food, Brain Chemistry, and Behavior* – a book on mental performance and mood, cravings, depression and recovery from addiction.

*Journal of Psychoactive Drugs*, 44 (1), 56-63, 2012  
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DOI: 10.1080/02791072.2012.662092

 **Routledge**  
Taylor & Francis Group

## **The Obesity Epidemic and Food Addiction: Clinical Similarities to Drug Dependence**

## **Sweet Preference, Sugar Addiction and the Familial History of Alcohol Dependence: Shared Neural Pathways and Genes**

Jeffrey L. Fortuna, Dr.P.H.\*

## **The Phenomenon of Drug Craving**

Jeffrey L. Fortuna, Dr.P.H.\* & David A. Smelson, Psy.D.\*\*

He published numerous **peer-reviewed articles** on a variety of food, drug and addiction topics.



# The Phenomenon of Drug Craving

Jeffrey L. Fortuna, Dr.P.H.\* & David A. Smelson, Psy.D.\*\*

This publication, in *Psychiatry Publications*, presented and reviewed the phenomenon of **drug craving**, as well as delineated precise **neural pathways** which were activated during craving and specific **neurobiological markers** which were associated with an increased risk for **drug craving** and other forms of **addictive behavior**.



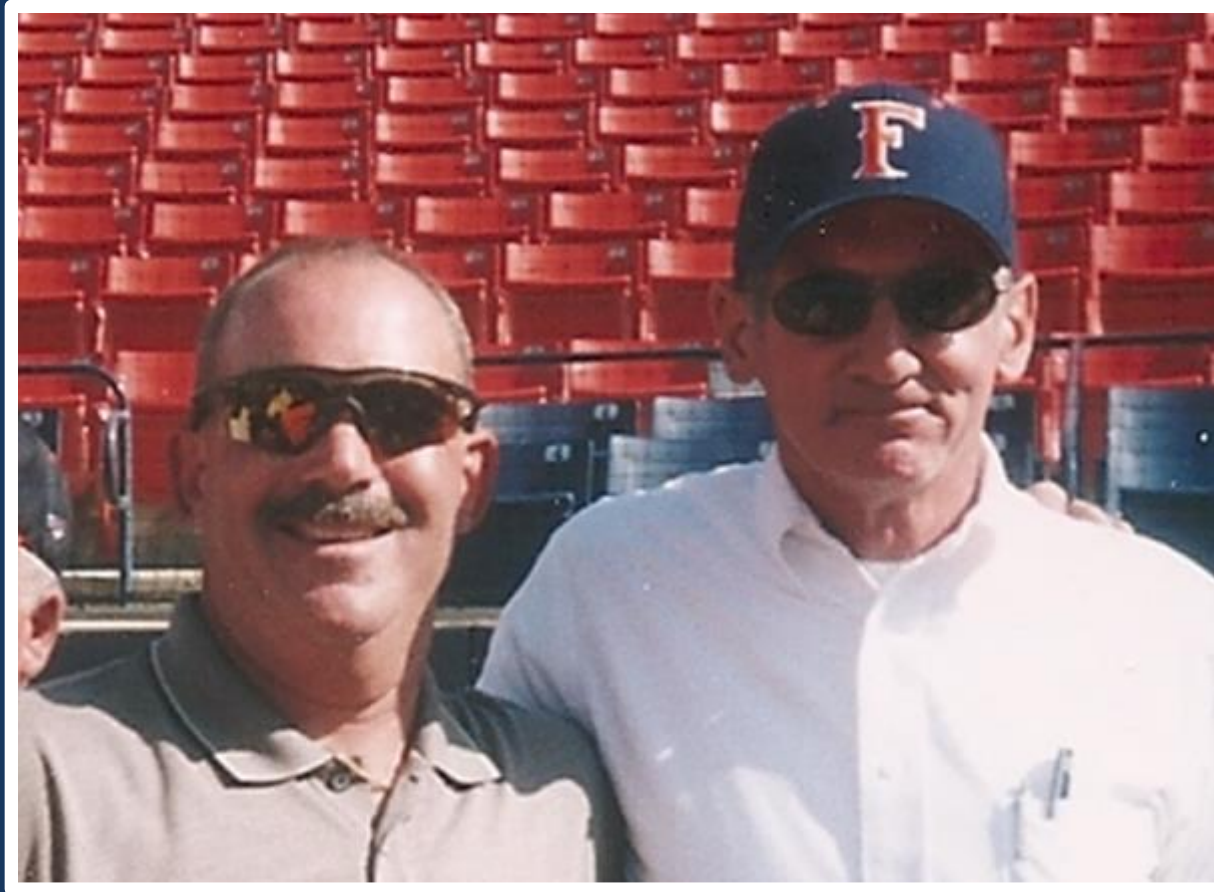
In addition to teaching, Jeff was a **consultant** to GlaxoSmithKline Beecham amongst his numerous professional accomplishments.

Throughout his career Jeff also provided extensive **Continuing Medical Education (CME)** for physicians on treatment advances, nutrition and pharmaceuticals.



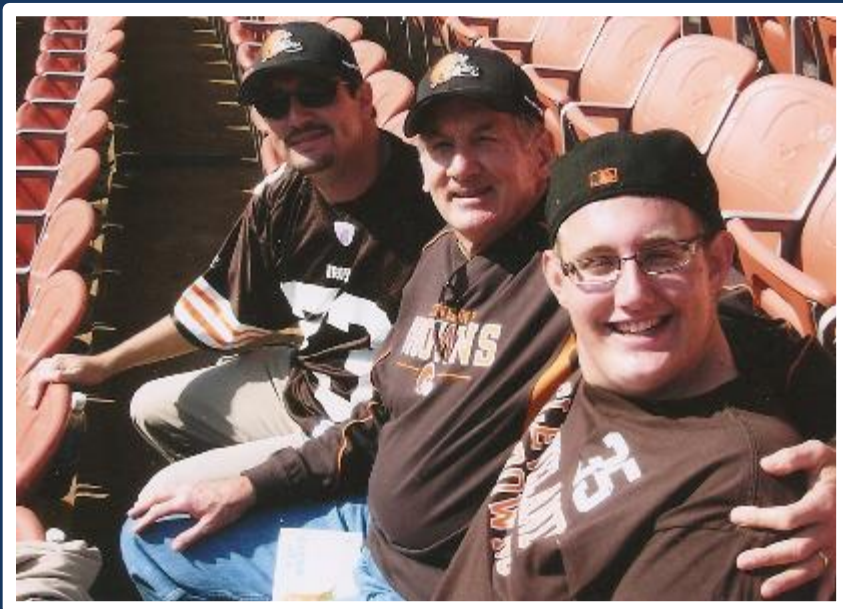
Jeff shown with colleague and family friend “Dr. Dave.”

Jeff worked in the field of **drug addiction** for years and in doing so became acquainted with **David Smith, M.D.** Dr. Smith was a **pioneer** in the field of drug addiction and treatment and the **founder** in 1967 of the Haight-Ashbury Free Clinic in San Francisco. Jeff and “Dr. Dave” were **professional colleagues** and **family friends** for decades.



In his spare time, Jeff was a lifelong runner, a music lover, and an avid sports fan for his beloved Cleveland teams, the University of Arizona, and **Cal State Fullerton baseball**.

(Photo – Jeff with Titan baseball coach George Horton)



Jeff was the beloved **husband** of Ann (Ballard) Fortuna, **father** to brothers James and Andrew Fortuna (shown in Cleveland at a Browns game), and **grandfather** to Michael and Sarah Fortuna from son James and his wife Elizabeth.





Jeff loved to **vacation in Maui with his family** (shown with son Andrew and wife Ann) and enjoyed beautiful Napili Bay and Honolua Bay as two of his favorite places to relax and snorkel.



Ann Fortuna (center) with Jeff's colleagues Jessie Jones (left) and Kathy Koser at the registry event.



Brother Jim (left) shown with Jeff.

In 2012, Jeff was diagnosed with acute lymphocytic leukemia. His friends at CSUF teamed up with **Donate Life** to put on a bone marrow registry drive. Jeff's story motivated 118 people at CSUF to join the **Donor Registry**.

As it turned out, Jeff's brother Jim was a **match** and went through with the bone marrow donation. Jeff improved briefly, but sadly passed away on February 22, 2014.



In honor of Jeff's 27 years as a lecturer in health science at CSUF, his wife Ann and the Department of Public Health (previously Health Science) created the **Jeff Fortuna Scholarship** and the **Jeff Fortuna Outstanding Lecturer Award**. Donations may be made to the scholarship fund by contacting the College of HHD Dean's Office.





*In Memoriam*

Died February 22, 2014  
at age 66



**Jeffrey (Jeff) Fortuna, Dr.P.H.**

Lecturer, Emeritus  
CSUF 1987-2014

