SCIENCE COMMUNICATION STARTER KIT

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Well Done Nutrition, LLC

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WHAT THIS KIT CONTAINS

- The definition and application of communication sciences, and details to assess how nutrition information influences communication strategies
- Information on how and when to use nutrition communication strategies to influence behavior
- Background on when to apply appropriate theoretical frameworks to inform nutrition and health communications
- Tips to tailor behavior change messages based on attributes of the target population, including factors like health literacy and numeracy
- Details on how to select communication channels that are appropriate and feasible, and deliver communications campaigns that resonate with the target population
- Insight on how to create an evaluation plan that tests process and outcome variables and is both rigorous and feasible
- Background on the factors affecting the effective communication of nutrition research

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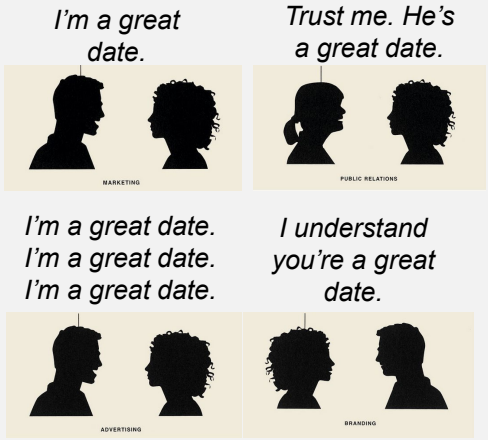
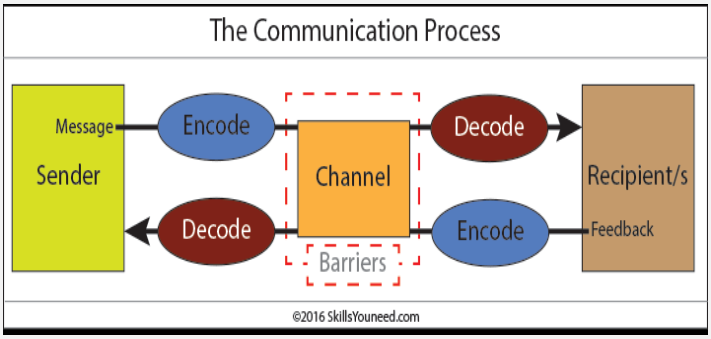
WHAT IS COMMUNICATION





- Communication is simply the act of transferring information from one place, person or group to another. Involves a sender, the message, and the recipient.
- Public relations works to secure the endorsement from a source the target audience trusts.

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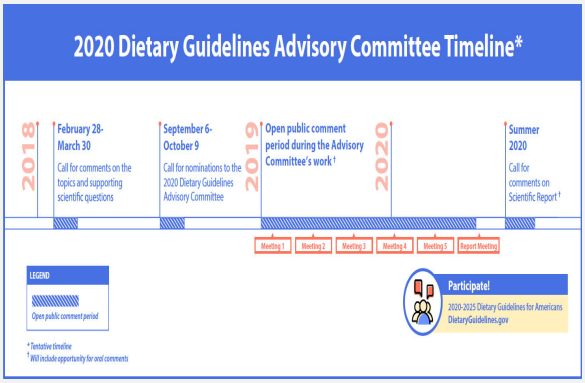
WHAT IS NUTRITION COMMUNICATION

- 'Nutrition communication' can be defined as the process by which nutrition knowledge is converted into dietary change.
- Dietary goals for populations and food-based dietary guidelines for individuals constitute the starting point for nutrition communication.
  - Population-based approach
  - Group-based approach
  - Individualistic approach



Rayner MJ. Nutrition communication from theory to practice: some future perspectives. *Forum of Nutrition*. Vol. 56. 2003.

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MANY APPROACHES TO CHOOSE FROM

- Population-based approach
  - Dietary Guidelines for Americans, TV, Radio, Newspaper, Internet, Printed materials, Direct mailing, Posters
- Group-based approach
  - Lectures, Demonstrations, Grocery store tours
- Individualistic approach
  - Personal contact, Home visits, Personal letters

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FACE-TO-FACE OR NOT?

Table 1: Some relative advantages and disadvantages of face-to-face and mass media approaches

	Advantages	Disadvantages
Face-to-face	• Interactive • Reliable • Provides social support • Allows for personalising • Allows for modelling • Appropriate sequencing easy • Follow-up easy	• Expensive • Penetration weak • May encourage dependency • May not be acceptable to many people
Mass media	• Cheap per contact • Large numbers reach • More acceptable for many people • May stimulate self initiated change • Potential for further development through modem technology	• Weak engagement of users • Unreliable • Dilution of content • Follow-up difficult

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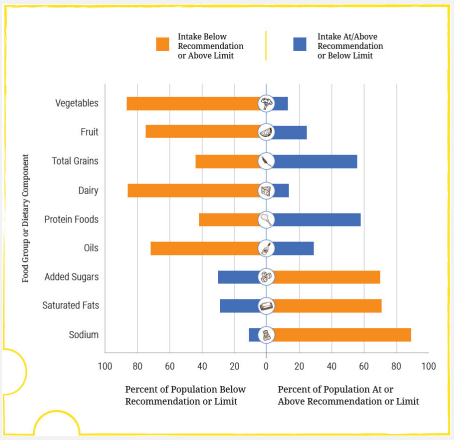
WHEN TO USE NUTRITION COMMUNICATION

- Nutrition education
  - Potential benefits of foods and food components
  - Address nutrition-related concerns: heart health, weight, cancer, etc.
- Restricting misinformation about nutrition
  - Seen when patients, clients or consumers want to take an active role in their health – people are learning to question their food and what is in it, but not all sources of information are created equal.
- Improve nutritional status
- Provide clarification on trending nutrition topics
- Empower clients and patients to make and stick with behavior change
- To ensure better use of food and nutrition resources



10 Top Trending Diets of 2019, According to Google

People in 2019 were obsessed with fasting, weight loss supplements, and a diet created by a reality TV power couple.

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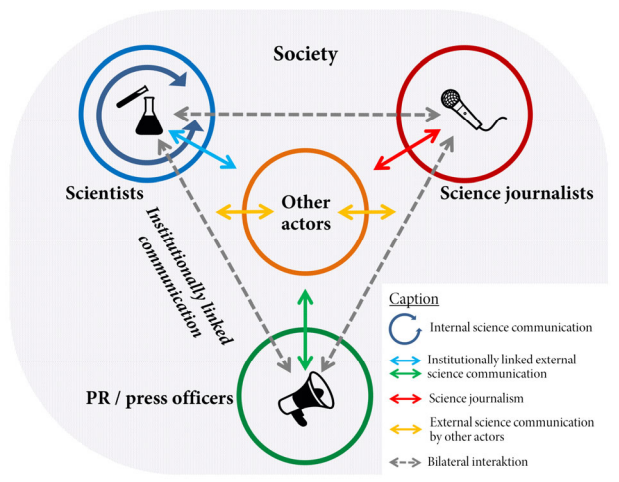
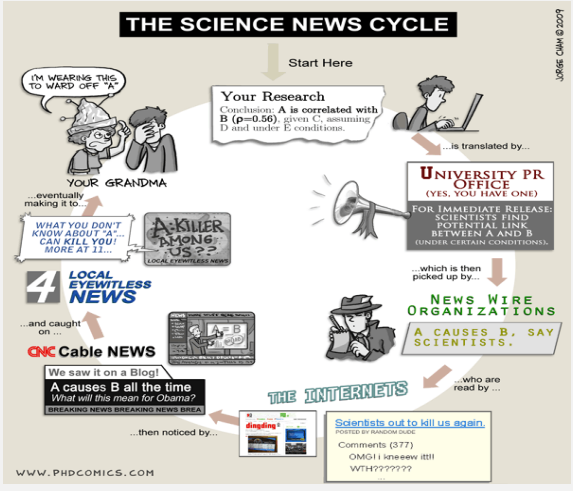
WHEN TO USE NUTRITION COMMUNICATION





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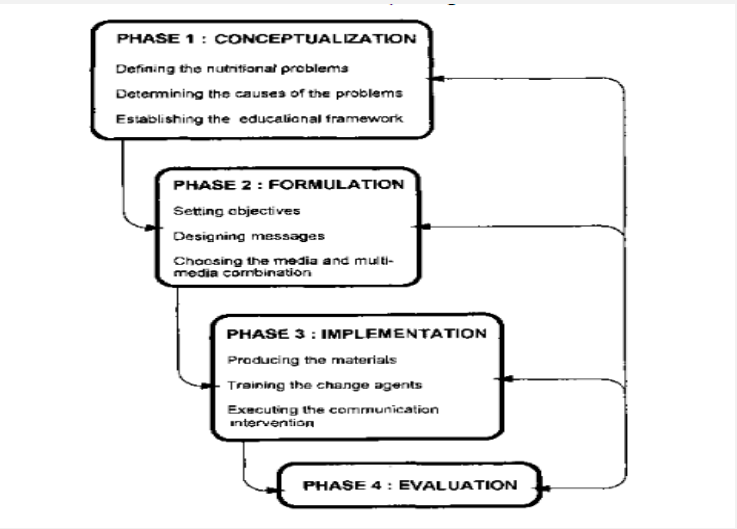
NUTRITION COMMUNICATION STRATEGY



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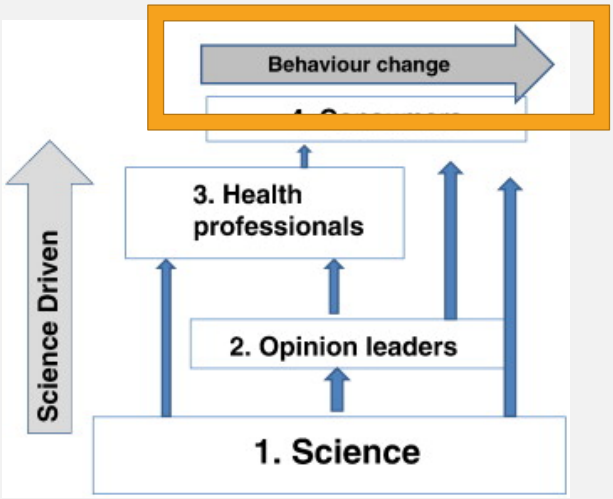
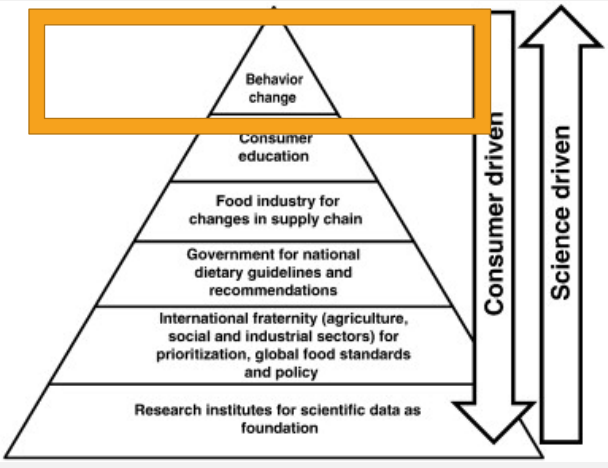
NUTRITION COMMUNICATION STRATEGY





Schönfeldt HC, Hall NG. Consumer education on the health benefits of red meat—A multidisciplinary approach. *Food Research International*. 2012;47(2):152-155.

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BEHAVIOR CHANGE FRAMEWORKS FOR NUTRITION COMMUNICATIONS

- Stages of Change (Transtheoretical) Model
- Behavioral Intentions (Theory of Planned Behavior)
- Persuasion Theory
- Health Belief Model
- Social Cognitive Theory

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MEMORABILITY AND ACTIONABILITY

- Memorability
  - Memorability is a necessary criterion for an effective guideline because, in order for people to do a newly prescribed action, they must first remember what that recommended action is.
- Actionability
  - Even when remembered, there are still many cognitive and social barriers to action, and effective guideline design needs to work around these barriers. Actionability helps overcome these barriers.

Memorability	Actionability
Simplicity Ease of Visualization Chunking Embedding Triggers	Simplicity Ease of Visualization Embedding Triggers Specifying When to Act Subjective Norms

Ratner RK, Riis J. Communicating science-based recommendations with memorable and actionable guidelines. *Proc Natl Acad Sci USA.* 2014;111(Suppl 4):13634–13641.

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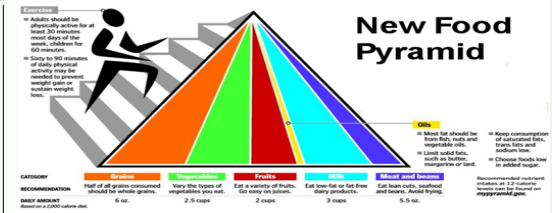
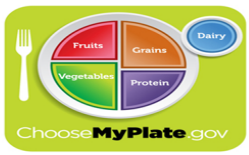
MEMORABILITY AND ACTIONABILITY

USA Food Guide Comparision Through the Years

- Fats, Oils, & Sweets have a surprisingly large visual portion compared to later food guides
- Specific food categories, highly descriptive



- Exercise Added to Food Guide
- Oils became smaller visual representation



- Simplified Graphic Approach
- No Exercise in graphic
- Meat & Beans change to a more generic "protein" category
- Milk became "dairy"
- Elimination of serving size in exchange for proportion compared to other items on plate

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MEMORABILITY AND ACTIONABILITY

OLD LABEL

Nutrition Facts
Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving	
Calories 230	Calories from Fat 72
	% Daily Value*
Total Fat 8g	**12%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**12%**
Dietary Fiber 4g	**16%**
Sugars 1g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

NEW LABEL

Nutrition Facts
1 8 servings per container
Serving size **2/3 cup (55g)**

2 Amount per serving	
Calories	**230**
	% Daily Value*
3 **Total Fat** 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**13%**
Dietary Fiber 4g	**14%**
Total Sugars 12g	
4 Includes 10g Added Sugars	**20%**
Protein 3g	
5 Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

6 * The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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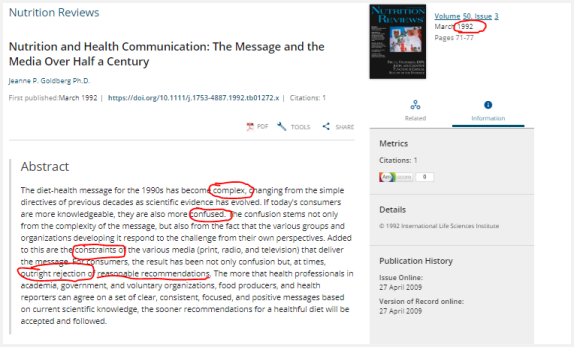
TOOLS FOR NUTRITION COMMUNICATION - MESSAGE

- Message
  - Formulation of an idea or concept
  - There are four elements involved in designing an effective single message:
    - **Good content** - the message supports changes, beliefs or activities already present in the community.
    - **Good message** - the message is characterized by high technical quality.
    - **Good channel use** - the selected channel has a broad reach and is accessible to the audience.
    - **Good audience knowledge** - the message is relevant to, and well accepted by the audience – use of hashtags.


Nutrition Reviews

Nutrition and Health Communication: The Message and the Media Over Half a Century

Jeanne P. Goldberg Ph.D.

First published: March 1992 | https://doi.org/10.1111/j.1753-4887.1992.tb01272.x | Citations: 1

Abstract

The diet-health message for the 1990s has become complex, changing from the simple directives of previous decades as scientific evidence has evolved. If today's consumers are more knowledgeable, they are also more confused. The confusion stems not only from the complexity of the message, but also from the fact that the various groups and organizations developing it respond to the challenge from their own perspectives. Added to this are the constraints of the various media (print, radio, and television) that deliver the message. For consumers, the result has been not only confusion but, at times, outright rejection of reasonable recommendations. The more that health professionals in academia, government, and voluntary organizations, food producers, and health reporters can agree on a set of clear, consistent, focused, and positive messages based on current scientific knowledge, the sooner recommendations for a healthful diet will be accepted and followed.

Volume 50, Issue 3
March 1992
Pages 71-77

Metrics
Citations: 1

Details

Publication History
Issue Online: 27 April 2009
Version of Record online: 27 April 2009

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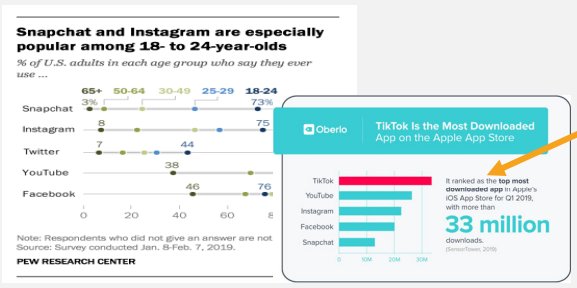
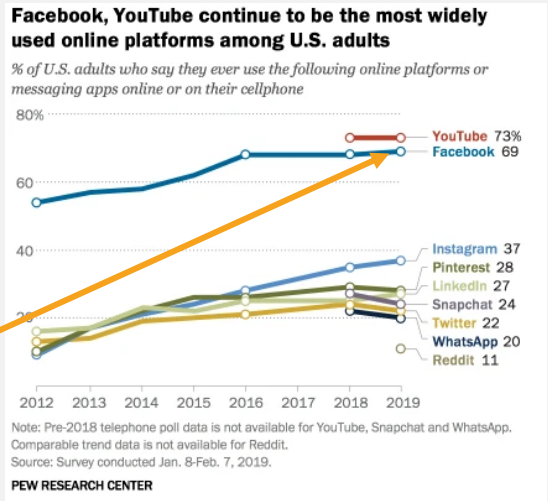
TOOLS FOR NUTRITION COMMUNICATION - CHANNEL

- Channel of communication
  - Use all available channels
  - Address a single problem or behavior
  - Communicate a single well-focused message
  - Are specific and relevant to the target audience





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TOOLS FOR NUTRITION COMMUNICATION - CHANNEL

Communication Channels
Social media — for short messages, snippets of content, graphic-heavy content, two-way communication *Examples : Facebook, Twitter, Pinterest, Instagram*
Print materials — for static content, visual content, reproducible content *Examples: handouts, brochures, posters*
Digital content — for dynamic content, how-to tutorials, information available on-the-go *Examples: websites, blog posts, videos, apps*
Mass media — for large-scale public health campaigns *Examples: radio, TV, newspapers, news websites*

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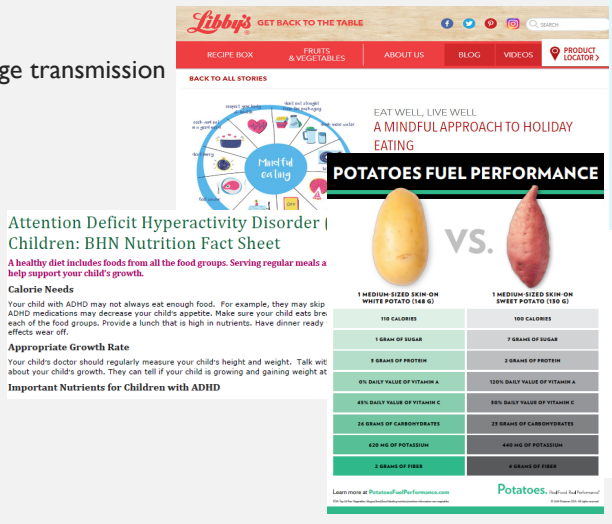
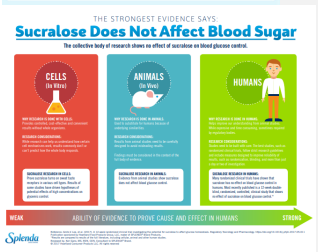
TOOLS FOR NUTRITION COMMUNICATION - MATERIAL

- Supporting Materials
  - Elements used in message transmission
  - Examples are endless…
    - Posters
    - Infographics
    - Social tiles
    - PowerPoint
    - Handouts
    - Recipe books
    - Social media post
    - Shopping guide
    - Blog





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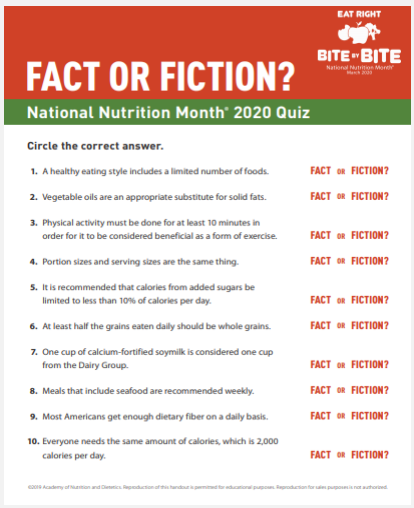
TOOLS FOR NUTRITION COMMUNICATION - MATERIAL



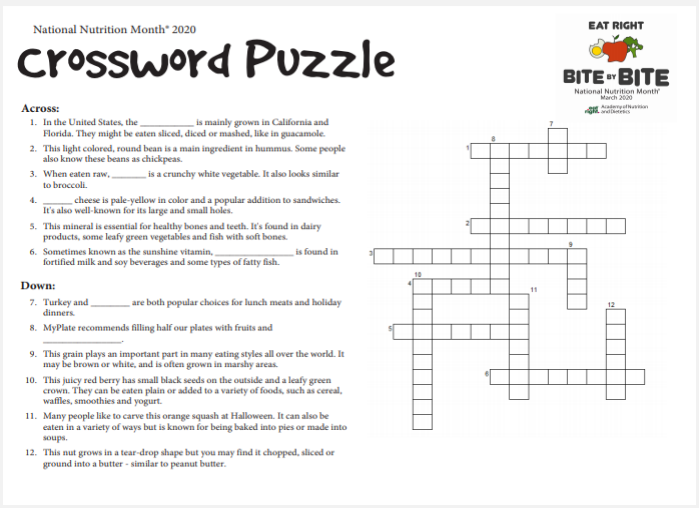
EAT RIGHT
BITE BY BITE
National Nutrition Month® March 2020

FACT OR FICTION?

National Nutrition Month® 2020 Quiz

Circle the correct answer.

1. A healthy eating style includes a limited number of foods. FACT OR FICTION?
2. Vegetable oils are an appropriate substitute for solid fats. FACT OR FICTION?
3. Physical activity must be done for at least 10 minutes in order for it to be considered beneficial as a form of exercise. FACT OR FICTION?
4. Portion sizes and serving sizes are the same thing. FACT OR FICTION?
5. It is recommended that calories from added sugars be limited to less than 10% of calories per day. FACT OR FICTION?
6. At least half the grains eaten daily should be whole grains. FACT OR FICTION?
7. One cup of calcium-fortified soymilk is considered one cup from the Dairy Group. FACT OR FICTION?
8. Meals that include seafood are recommended weekly. FACT OR FICTION?
9. Most Americans get enough dietary fiber on a daily basis. FACT OR FICTION?
10. Everyone needs the same amount of calories, which is 2,000 calories per day. FACT OR FICTION?



National Nutrition Month® 2020

Crossword Puzzle

EAT RIGHT
BITE BY BITE
National Nutrition Month® March 2020
Academy of Nutrition and Dietetics

Across:

1. In the United States, the _____ is mainly grown in California and Florida. They might be eaten sliced, diced or mashed, like in guacamole.
2. This light colored, round bean is a main ingredient in hummus. Some people also know these beans as chickpeas.
3. When eaten raw, _____ is a crunchy white vegetable. It also looks similar to broccoli.
4. _____ cheese is pale-yellow in color and a popular addition to sandwiches. It's also well-known for its large and small holes.
5. This mineral is essential for healthy bones and teeth. It's found in dairy products, some leafy green vegetables and fish with soft bones.
6. Sometimes known as the sunshine vitamin, _____ is found in fortified milk and soy beverages and some types of fatty fish.

Down:

7. Turkey and _____ are both popular choices for lunch meats and holiday dinners.
8. MyPlate recommends filling half our plates with fruits and _____.
9. This grain plays an important part in many eating styles all over the world. It may be brown or white, and is often grown in marshy areas.
10. This juicy red berry has small black seeds on the outside and a leafy green crown. They can be eaten plain or added to a variety of foods, such as cereal, waffles, smoothies and yogurt.
11. Many people like to carve this orange squash at Halloween. It can also be eaten in a variety of ways but is known for being baked into pies or made into soups.
12. This nut grows in a tear-drop shape but you may find it chopped, sliced or ground into a butter - similar to peanut butter.

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DEVELOP AN ACTION PLAN

1. What is your subject of interest?
2. What is the medium of your choice? – Videos/Film, Science Art, Social Media, Writing/ Blogging, Other?
3. Establish a target audience.
4. Chose a platform to voice your action – Instagram, YouTube, Facebook etc.
5. What are the skills you are proficient in, what are the skills you need to work on, what are the resources you have access to?

Content adapted from conference:
Wonder Women in STEM, 2019

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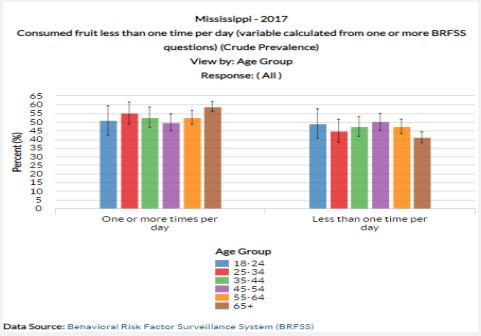
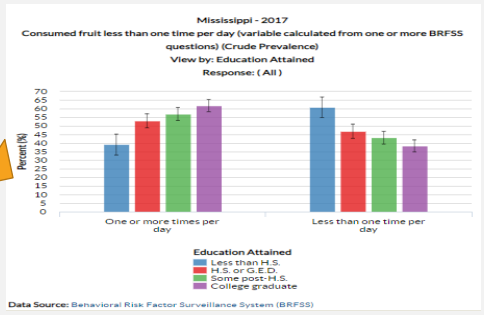
CREATING NUTRITION EDUCATION MATERIALS THAT SUPPORT COMMUNICATION OBJECTIVES

1. **Know your audience**
   - To best tailor your communications materials, first define your audience with as much detail as possible.
   - **What are the demographics characteristics?**
   - **What is their primary language?**
   - **What is their reading ability, education level and level of health literacy?**
   - **Are there relevant cultural practices to keep in mind?**
   - **Do they have specific nutritional or health concerns?**
   - **What are barriers to behavior change?**
   - **What are motivators for behavior change?**
   - **Through which types of media do they receive health messages?**





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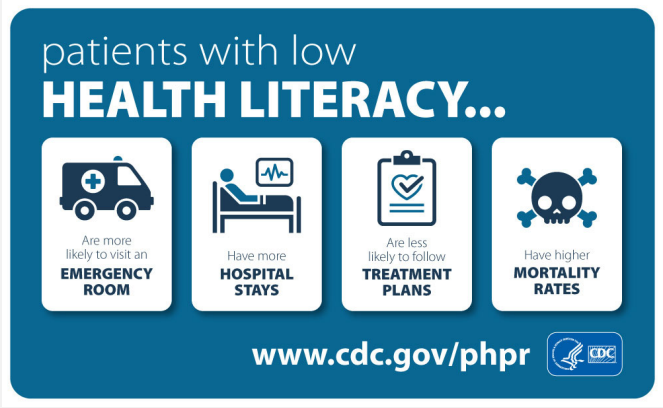
THE ROLE OF HEALTH LITERACY

- Most health information is not understood by the people for whom it was intended.
- A growing body of evidence is linking limited health literacy to poor health knowledge, behaviors, and outcomes.
- Addressing health literacy is increasingly seen as a way to improve preventive care and reduce health disparities.



Kindig, DA, Panzer AM, Nielsen-Bohlman, L, eds. *Health literacy: A prescription to end confusion*. National Academies Press, 2004.

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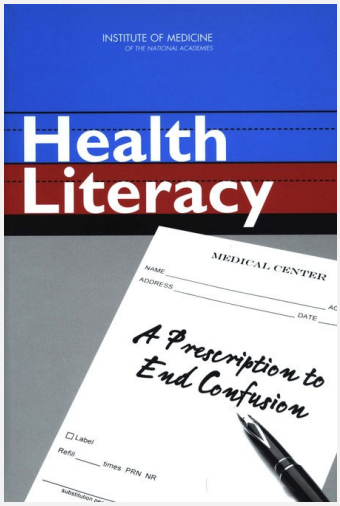
WHAT IS HEALTH LITERACY

- "…the degree to which individuals have the capacity to obtain, process, and understand basic health information needed to make appropriate health decisions and services needed to prevent or treat illness."
- 90 million Americans have inadequate health literacy.
- 36% of the adult participants had basic or below basic health literacy skill - National Assessment of Adult Literacy (NAAL).



Kindig, DA, Panzer AM, Nielsen-Bohlman, L, eds. *Health literacy: A prescription to end confusion*. National Academies Press, 2004.
Cutilli CC, Bennett IM. Understanding the health literacy of America: results of the National Assessment of Adult Literacy. *Orthop Nurs*. 2009;28(1):27–34.

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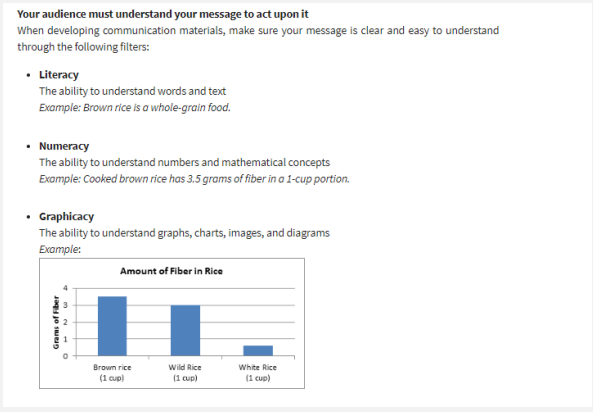
WHY DOES HEALTH LITERACY MATTER FOR NUTRITION COMMUNICATIONS

- Understanding nutrition information often requires understanding complex scientific concepts.
- Patients have trouble interpreting and acting on nutrition information.
- Prevalence of nutrition-related chronic diseases and necessity for patients to be empowered to interpret and apply nutrition information.



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Cutilli CC, Bennett IM. Understanding the health literacy of America: results of the National Assessment of Adult Literacy. *Orthop Nurs*. 2009;28(1):27–34.

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ROYALTY-FREE IMAGES

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shutterstock

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CREATING NUTRITION EDUCATION MATERIALS THAT SUPPORT COMMUNICATION OBJECTIVES

2. **Tailor messages and materials to your audience**

Define communication objectives → Determine best method of delivery → Draft key messages and content → Review/test and revise

- **Determine the best method of delivery**
  When choosing a delivery method, it can be helpful to consider the following three questions:
  - What communication channels does my audience already use?
  - What communication channels do they trust?
  - What communication channels might they be most receptive to?

Consider partnering with another organization to help you reach your audience through the optimal communication channel.

- ☐ There are no more than 3-4 key messages
- ☐ Content is clear and concise
- ☐ Does not include unnecessary (or "nice to know") information
- ☐ Most important information is first
- ☐ Includes visuals to help explain the messages
- ☐ Information is segmented using headings, subheadings, and bulleted lists
- ☐ Action steps/desired behaviors for the audience are clearly stated

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CREATING NUTRITION EDUCATION MATERIALS THAT SUPPORT COMMUNICATION OBJECTIVES

3. **Use plain language**
   - Plain language is language your audience can understand the first time they read or hear it. Plain language is written using words, sentences, and phrasing that your audience understands and feels comfortable with. No single technique defines plain language. Plain language is defined by results — it is easy to read, understand, and use.

- **Organize materials with the reader in mind**
- **Address separate audiences individually**
- **Use simple headings**
- **Use pronouns such as "you"**
- **Write in the active voice**
- **Use short sentences**
- **Include examples**
- **Choose common everyday words**
- **Use an appropriate reading level**
- **Create simple lists and tables**
- **Focus on positive actions**
- **Use visuals**
- **Test your materials**

Instead of	Try
Consume	Eat or drink
Overconsume	Eat too much
Adequate	Enough
Lipids	Fat
Hypertension	High blood pressure
Cardiovascular	Heart
Mortality	Death

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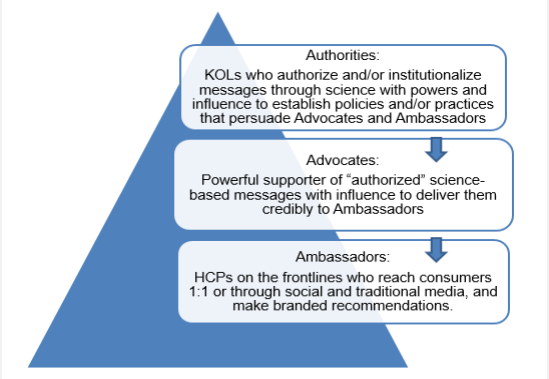
CREATING NUTRITION EDUCATION MATERIALS THAT SUPPORT COMMUNICATION OBJECTIVES

4. **Maximize impact through partnerships**
   - Communication partnerships are important because they bring organizations together to communicate a shared message. By speaking with one voice on a topic, professionals and organizations can maximize their message output and increase the chances of their message getting to its intended audience.



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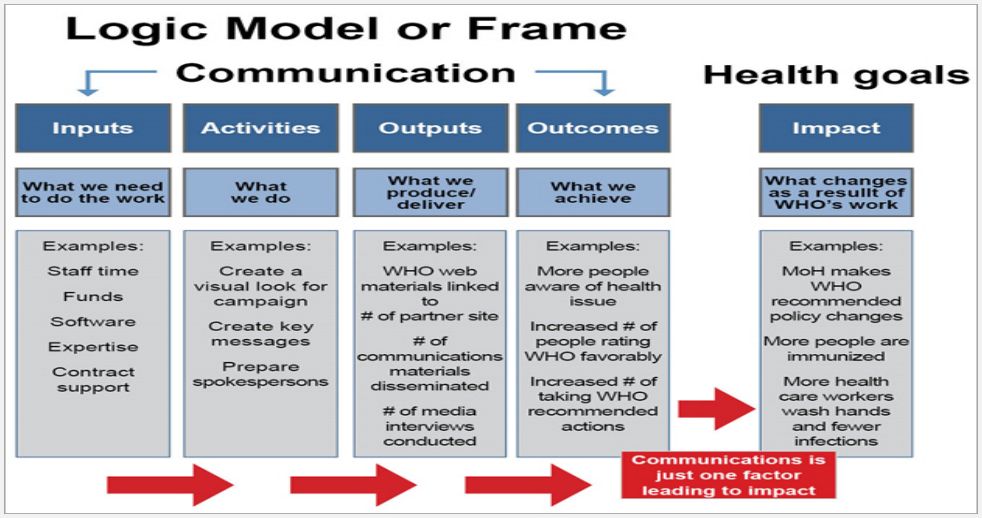
CREATING NUTRITION EDUCATION MATERIALS THAT SUPPORT COMMUNICATION OBJECTIVES

5. **Evaluate**



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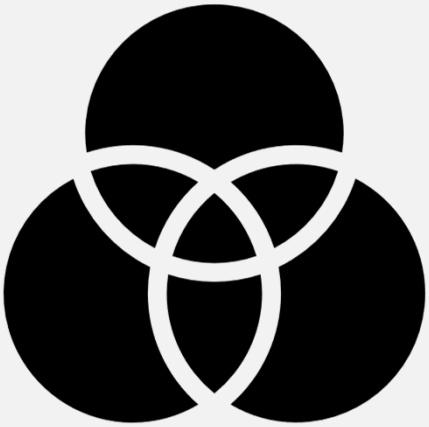
CREATING NUTRITION EDUCATION MATERIALS THAT SUPPORT COMMUNICATION OBJECTIVES

- **Convey the big picture.**
- **Be inclusive.**
- **Encourage personalization.**
- **One size does not fit all.**
- **Empower change.**
- **Harmonize efforts.**



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CHALLENGING, HARD, MESSY, INDECISIVE…

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EVOLUTIONARY – WITH MANY VOICES

Scientists

Non-profit and advocacy organizations

The food and beverage industries

Academic institutions/organizations

Why changing behavior is so difficult: **Nutrition science is evolutionary not revolutionary.**

Talking to consumers about nutrition: **Many voices, many perspectives.**

The US Government

Journals

Media

Goldberg JP, Sliwa SA. Communicating actionable nutrition messages: challenges and opportunities. *Proceedings of the Nutrition Society.* 2011;70(1):26-37.

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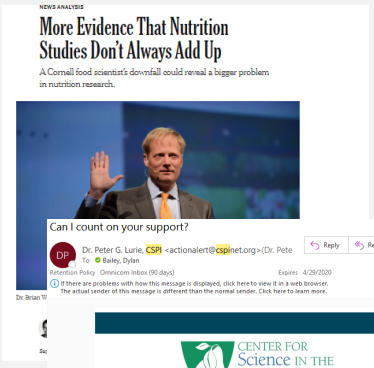
BIAS AND CONFLICTS OF INTEREST EXIST EVERYWHERE



Dx with a chronic disease, personally or a family member?

Follow a specific eating pattern at home?

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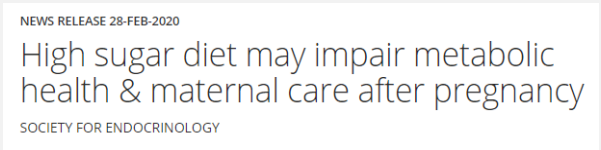
PRESS RELEASES AND HEADLINES

- The power and the problem of press releases
- The media: headlines v. content



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IN MICE

NEWS RELEASE 17-JAN-2020

America's most widely consumed oil causes genetic changes in the brain

Soybean oil linked to metabolic and neurological changes in mice

UNIVERSITY OF CALIFORNIA - RIVERSIDE

Metrics

Total Views	271 Pageviews
4,053	3,782 PDF Downloads

Since 1/1/2020

570

About this Attention Score

In the top 5% of all research outputs scored by Altmetric

Mentioned by

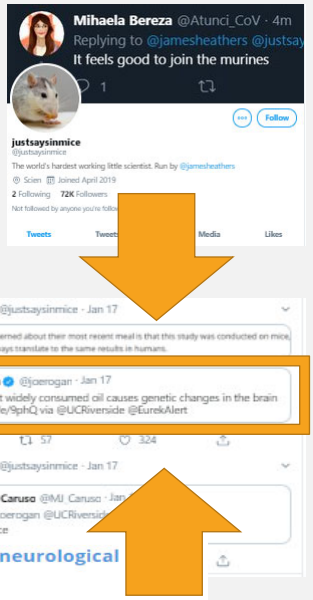
48 news outlets
6 blogs
249 tweeters
7 Facebook pages
3 Redditors

What is this page?

America's most widely consumed oil causes many neurological changes

Daily Herald, 18 Jan 2020

1 hour ago Soybean oil is the most frequently used safe to eat oil in the United States, which may be because soybeans are a...



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WHY SO MESSY?

1. **It's not practical to run randomized trials for most big nutrition questions.**
2. **Instead, nutrition researchers have to rely on observational studies — which are rife with uncertainty.**
3. **Another difficulty: Many nutrition studies rely on (wildly imprecise) food surveys.**
4. **More complications: People and food are diverse.**
5. **Conflict of interest is a huge problem in nutrition research.**
6. **Even with all those faults, nutrition science isn't futile.**

I asked 8 researchers why the science of nutrition is so messy. Here's what they said.

By Julia Belluz | @juliaoftoronto | julia.belluz@voxmedia.com | Updated Aug 16, 2016, 9:30am EDT

SHARE

This Issue | Views 113,214 | Citations 55 | Altmetric 2326

Viewpoint

September 11, 2018

The Challenge of Reforming Nutritional Epidemiologic Research

John P. A. Ioannidis, MD, DSc[1]

Author Affiliations | Article Information

JAMA. 2018;320(10):969-970. doi:10.1001/jama.2018.11025

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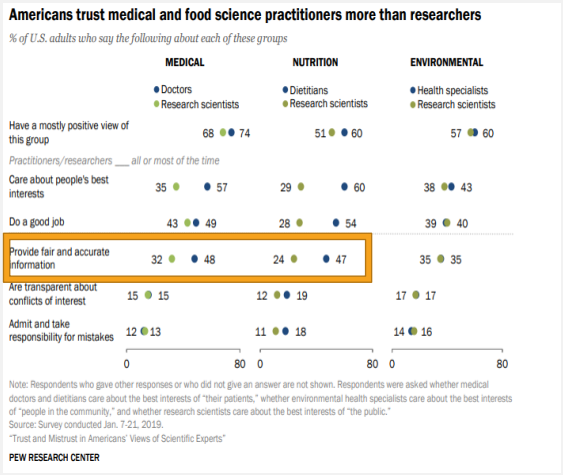
IS ALL HOPE FOR COMMUNICATING NUTRITION RESEARCH LOST?

- Not a delivery mechanism for scientific messages – own views and agendas.
- Respond to the media's desire for simplicity and not reject it.
- Both want the same thing, ethical and professional obligations.
- Beneficial for the scientific community.
- Not communicating to media – using media to communicate with a variety of audiences.
- Take the time to explain research in language that journalists can understand, including all press releases that are issued.
- Work together to spread accurate messages that are reliable and return trust to nutrition science.



Goldberg JP, Sliwa SA. Communicating actionable nutrition messages: challenges and opportunities. *Proceedings of the Nutrition Society.* 2011;70(1):26-37.

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QUESTIONS TO ASK

TABLE 1

Key questions to assist in translating science for consumers[1]

• Will this communication enhance public understanding of diet and health?
• Have I put the study findings into context regarding those to whom the findings apply and the way they fit in with previous research?
• Has the study or have the findings been peer-reviewed?
• Have I disclosed the important facts about the study, including the study design and any limitations?
• Have I disclosed all key information about the study's funding?
• Have I clarified dietary risks and benefits?
• Have I communicated about the study in simple, understandable language?
• Have I met the needs of the media by responding to inquiries in a prepared and timely fashion?

Miller GD, et al. From nutrition scientist to nutrition communicator: Why you should take the leap. *The American Journal of Clinical Nutrition.* 2006;*83*(6):1272-1275.

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QUESTIONS TO ASK

— BOX 5 —

PR News Release Review Criteria

Does the news release ...

1. Adequately discuss the costs of the intervention?
2. Adequately quantify the benefits of the treatment/test/product/procedure?
3. Adequately explain/quantify the potential harms of the intervention?
4. Evaluate the quality of the evidence?
5. Commit disease-mongering (e.g., exaggeration of a condition)?
6. Identify funding sources and disclose potential conflicts of interest?
7. Compare the new approach with existing alternatives?
8. Establish the availability of the treatment/test/product/procedure?
9. Establish the true novelty of the approach?
10. Include unjustifiable, sensational language, including in the quotes of researchers?

News Story Review Criteria

Identical to the list above, except for criterion 6 and 10:

Does the story...

6. Use independent sources and identify conflicts of interest?
10. Appear to rely solely or largely on a news release?

SOURCE: Health News Review https://www.healthnewsreview.org about-us/review-criteria/

Miller GD, et al. From nutrition scientist to nutrition communicator: Why you should take the leap. *The American Journal of Clinical Nutrition.* 2006;*83*(6):1272-1275.

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TRANSLATING NUTRITION RESEARCH FOR PATIENTS, CLIENTS AND CONSUMERS

Specify the information's source and legitimacy.	Clarify the audience(s) to whom results apply.	Distinguish between correlation and causation.	Quantify the true size of the benefits (or harms) of the intervention or exposure of interest.	Identify strengths and limitations, including potential biases.
Reputable peer-reviewed journals and major scientific and professional health or medical organizations typically are sound sources. Findings presented at professional conferences may be solid, but aren't yet peer-reviewed and should be identified as preliminary.	Results of cell and animal studies aren't guaranteed to translate to free-living human subjects, and results of human studies in specific populations (for example, young, overweight men with diabetes) may not apply to other populations.	Epidemiologic (ie, observational) studies aren't designed to support cause-and-effect conclusions as randomized controlled trials are. Avoid language suggesting a cause-and-effect relationship the study design doesn't warrant. This can help prevent audiences from overestimating a study's meaning.	It may be accurate to say that a particular behavior intervention led to a three-fold increase in weight loss compared with the control (relative difference). But it may be less impressive if the difference between the groups was a 3-lb vs a 1-lb loss (absolute difference).	Strengths and limitations often are outlined in the discussion section of a research article. As discussed earlier, these include things such as sample size or adjustment for other (confounding) variables that could influence results.

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TRANSLATING NUTRITION RESEARCH FOR PATIENTS, CLIENTS AND CONSUMERS

Interpret results from a neutral point of view	Put findings in the context of the broader literature	Stay within a comfort level of expertise.
Personal ideology, ethnicity, or political orientation can lead to promoting or downplaying research results that are more or less consistent, respectively, with one's views. Health professionals need to guard against a natural tendency to reduce cognitive dissonance, whereby one disregards information incompatible with an existing perception.	Population recommendations are derived from a body of evidence, and single studies rarely stand alone as conclusive. Explain how a new study fits with previous work. If results are contrary to what the weight of the literature shows, offer a possible explanation (for example, poor adherence to the intervention) and evaluate the significance of the different results	If the topic is less familiar, consult or refer to a more knowledgeable source. Avoiding an uncertain or weak response can help preserve professional credibility.

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COUNTERING NUTRITION MISINFORMATION - DIETITIANS

- Keep tips consistent, positive, short, and simple.
- Avoid speaking in nutrition jargon.
- Be careful when using buzzwords the consumers might relate with but imprecisely understand.
- React continually to misinformation, but do not be an alarmist. If you constantly proclaim danger about food, people will soon believe that nothing is really dangerous.
- Debates about inconclusive research findings should be minimized.
- Stay inside your area of expertise.
- Emphasize improvement, not perfection.
- Make the benefit to the consumer clear.
- Be specific; describe an action (eg, "eat more broccoli").
- Show how all foods fit into a healthful lifestyle. Do not perpetuate the "good foods/bad foods" myth.
- Do not make unrealistic promises; describe realistic outcomes.
- Provide examples of foods and activities that reflect the lifestyle, preferences, and culture of your audience.

Food Marketing Institute. The Dietary Guideline Alliance. Reaching Consumers with Meaningful Health Messages. 1996 (Available at: http://www.fmi.org/consumer/iaay/. Accessed March 1, 2020.)

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COUNTERING NUTRITION MISINFORMATION – NUTRITION SCIENTISTS

- Put the study's findings into context.
- Communicate the study's findings in simple language.
- Discuss study limitations or contradictions with other studies.
- Disclose all key information about the study's findings.
- State that scientific research is evolutionary, not revolutionary.

Ayoob KT, Duyff RL, Quagliani D. Position of the American Dietetic Association: Food and nutrition misinformation. *Journal of the American Dietetic Association*. 2002;102(2):260-266.

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COUNTERING NUTRITION MISINFORMATION – TOOLS AND RESOURCES

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PROFESSIONAL DEVELOPMENT OPPORTUNITIES

General SciComm Training
ComSciCon
Sci Comm Camp
Science Talk Coneference
Inclusive SciComm Symposium

SciComm Writiing
Natl. Assoc. Sci. Writers
NPR Scicommers
Massive Science Consortium
SAI Stories in Science

Entrepreneurship Training
Student Entrepreneur Program
Chaifetz Center for Entrep.
Global Student Entrepreneur Award
NSF Innovation Corps

SciComm Media Training
Jackson Wild Media Lab
HASTAC Fellowshipe
Imagine Science Films
Int. Wildlife Film Fest Lab
AAS Mass Media Fellowship

Content adapted from conference: Wonder Women in STEM, 2019

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RECOMMENDED ACCOUNTS

- Twitter
  - @PhutureDoctors
  - @heysciencesam
  - @Also_Ascientist
  - @geniuslabgear
  - @SusannaLHarris
  - @jenheemstra
  - @ComSciCon
  - @ScienceTalkOrg
- Instagram
  - @andytherd
  - @the.nanotechgirl
  - @the_daily_biologist
  - @the.hormone.dietitian
  - @science.sam
  - @prasha_dutra
  - @beyond.the.ivory.tower
  - @jessihoffman_phd
  - @rogernutritionist
  - @scientist_rhi
  - @onemorebite.nutrition

Content adapted from conference: Wonder Women in STEM, 2019

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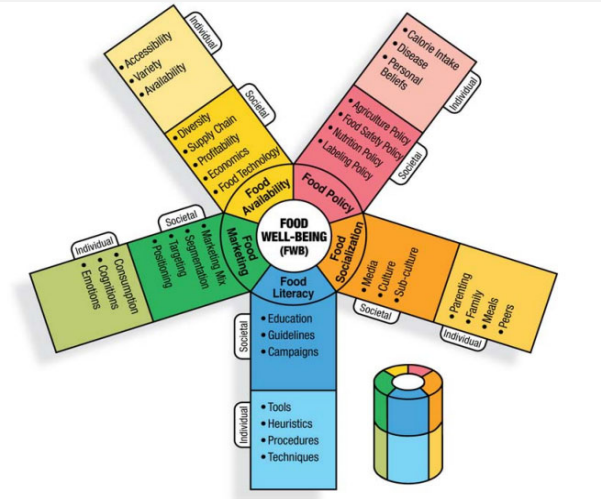
NUTRITION COMMUNICATION – A TOOL IN THE TOOLBOX



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