



**Wendy H. Weiss, MA, RD**

**Chief Health and Nutrition Communications Specialist**

**Public Relations Consultant**

**Contributing author:**

**Chapter 37: “Market Products, Programs, and Messages to Maximize Response”**

As a nutrition communicator, Wendy helps health and wellness companies; food, beverage and commodity groups; and pharmaceuticals marketing teams build the healthy side of their brand reputation. Through promotion of healthful attributes, nutrition content, current research, recipes and more, Wendy helps raise awareness and drive business among key target audiences. Starting with key message development, she drives a steady stream of new collateral materials; digital and social content; health care professional education; influencer and targeted media outreach and publicity; and crisis preparedness, to help companies put their best foot forward.

**What led you to contribute your time and expertise to writing *Communicating Nutrition*?**

As a freelance nutrition communicator, I love to keep an open mind about the who/what/where and when of my next projects. For me, the invitation to contribute to this text book was a tremendous honor. It offered a terrific new opportunity to be featured with, and collaborate with, other dietitians also working in this somewhat niche dietetic work track. In addition, as a communicator who values mass communication efforts, I felt this text would offer an excellent vehicle through which each of the co-authors could impart their best practices to other dietitians looking to improve their nutrition program outcomes. Lastly (speaking as the co-author of the chapter about marketing nutrition programs to maximize response), being featured here as a nutrition communications expert is an invaluable addition to my own personal marketing profile, and a great way to help drive those future workstreams.

**What is the impact you hope this book, and specifically the portion you helped write, has on the profession of nutrition and dietetics?**

I believe that as nutrition professionals, we deserve greater attendance at our events, awareness for the valuable services we provide and use of the solid educational materials we produce. I do also believe that until now, the formal learning of how to garner more attention for our work has been limited, except for those who pursue these non-nutrition curriculum offerings on their own time. With this textbook now available as an integral nutritional reference tool, I hope nutrition professionals will have more basic knowledge about how to market their nutrition communications offerings and greater success as a valued health professional.

**What is one piece of advice you would like to share with current and future nutrition communicators?**

Take the time to learn more about marketing your nutrition knowledge and services. We all work hard to prepare sound counsel and programming, and deserve to maximize receptivity to those efforts.

**Connect with Wendy:**

**Website:** <https://communicatingnutritionwithwendy.com/>

**Email:** [wendyweiss123@gmail.com](mailto:wendyweiss123@gmail.com)

**LinkedIn:** <https://www.linkedin.com/in/wendy-h-weiss-ma-rd/>

**Twitter:** <https://twitter.com/wendyweiss123>