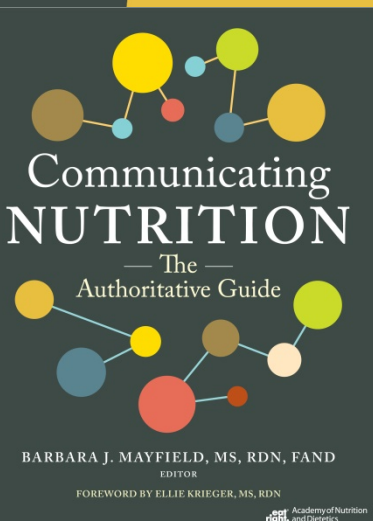


**A Taste of
Communicating Nutrition:
The Authoritative Guide**
~ 8 key principles ~
to transform you from
Average to Amazing!

As Registered Dietitian Nutritionists (RDNs), we are experts in nutrition but rarely receive extensive training in communication. As a result, we may feel ill equipped to compete with the myriad of crazy claims, gimmicks, fads, and falsehoods. We may struggle with creating evidence-based messages that clearly and compellingly build knowledge, shift attitudes, and change behaviors. Consumers and patients need our expertise, but if our messages are never heard, or are misunderstood or ignored, how can we have the impact we desire?



It's time for us to become not only the nutrition experts but also experts at communicating effectively. The newest book from the Academy of Nutrition and Dietetics, ***Communicating Nutrition: The Authoritative Guide***, equips current and future nutrition professionals with the knowledge and skills needed to communicate the science of food and nutrition with excellence and confidence. This 700+ page resource contains a wealth of information and is packed with practical tips.

This eBook shares 8 foundational communication principles, one from each section of the book. These principles are all too often underutilized, unused, unknown, or unrecognized. Become the nutrition communicator who puts these principles into practice. Revolutionize your communication and take it from forgettable to extraordinary. Never settle for average, be amazing!

Barbara J. Mayfield, MS, RDN, FAND
Editor-in-Chief, Communicating Nutrition

Principle #1:

Communication is a relational activity.

Communication is much more than simply sending messages. It is a relationship between communicator and audience. It requires knowing the audience and meeting their needs. When communicator and audience truly connect they can effectively communicate and achieve their desired outcomes.

To be **average** – Send messages.

To be **amazing** – Know your audience, connect with them, engage with them, and communicate to meet their needs.

My action steps:

Who is my audience?


What do they need?

How can I connect with them?

What is the desired outcome?

How can I communicate to meet their needs?

From Section 1: Communication Forms the Foundation of Professional Practice



Principle #2: Context is essential when communicating science.

For audiences to understand the underlying science, a message must be meaningful and relatable. Communicate using language, illustrations, and examples that fit the audience. Begin at the audience's current level of knowledge and explain from their frame of reference.

To be **average** – Create messages using jargon and explain at the level you understand.

To be **amazing** – Put messages into context that makes the evidence clear and relatable.

My action steps:

What information does my audience need?

How can I communicate information meaningfully?

What illustrations and examples can my audience relate to?

How can I start my explanation with what they understand ?

From Section 2: Nutrition Communication is Science-Based



Principle #3:

Design communication *with* the target audience.

Communicators who assess a target audience's needs, and involve the audience in designing communication to meet those needs, will effectively reach their desired outcomes – outcomes communicator and audience determine together. Involve the audience throughout the communication design process to have the greatest impact.

To be **average** – Create communication without audience input. After all, you know best.

To be **amazing** – Involve the audience from start to finish. This creates a receptive audience as well as better communication.

My action steps:

How can I involve my audience?

What do they need and want?

What is their desired outcome? My desired outcome?

How do they prefer to receive messages?

From Section 3: Nutrition Communication is Audience-Focused

Principle #4:

Engage audiences using a variety of strategies.

There is no one best way to deliver a message or engage an audience. People learn best when messages are delivered using multiple methods. Use words, pictures, videos, graphics, stories, and more. Involve audiences with pre-assessments, ice-breakers, questions, polls, surveys, reflections, activities, games, and post-assessments. Create active learners.

To be **average** – Give lectures, provide uninspiring readings, expect no engagement.

To be **amazing** – Present messages in ways that enhance learning and promote engagement.

My action steps:

What communication strategies are available, appropriate, and preferred?

How can I design communication to employ a variety of effective approaches?

Have I provided multiple ways to engage with the message and put it into practice?

From Section 4: Designing and Delivering Presentations

Principle #5:

For best results... be edu-taining.

Communication doesn't have to be either educational OR entertaining. It can be both. To "edu-tain" is to provide accurate, audience-focused communication using methods audiences find entertaining as well as informative, such as stories, videos, and demonstrations. Edutainment increases enjoyment, learning, retention, and improves outcomes.

To be **average** – Stick to the facts. Keep it serious.

To be **amazing** – Consider creative approaches to present your message. As appropriate, use humor, drama, action, or artistic expression.

My action steps:

What approaches are appropriate to entertain as well as inform my audience?

What approaches have the greatest appeal to my audience?

**From Section 5: Designing and Delivering Communication
via Print, Video, and Demonstrations**



Principle #6:

Expand your impact and influence via mass media.

Communication that can make a difference in one person's life has the potential to impact the lives of millions when delivered via mass media channels. Explore reaching audiences via newspaper, magazines, social media, blogs, web-based communication, podcasts, radio, and television.

To be **average** – Keep your messages for only those you can reach in person.


To be **amazing** – Reach audiences both in person and across a variety of media channels.

My action steps:

Which media channels reach my desired audiences?

How can I communicate via these channels effectively and consistently?

From Section 6: Designing and Delivering Communication via Mass Media



Principle #7: Planning ahead can prevent communication failure.

Communication success entails more than creating a well-designed message. It involves the logistics of delivering the message, whether in-person or virtually. It includes functions such as marketing, moderating, audience management, answering questions, and evaluating outcomes. Plan well and execution will be less likely to fail.

To be **average** – Wing it. Who wants to plan ahead?

To be **amazing** – Attend to the details ahead of time so that while actively communicating your focus can be on your audience and successfully delivering your message.

My action steps:

Have I planned all of the necessary arrangements?

Do I have a plan for all components of the communication process?

Do I have a means to evaluate the process and outcomes?

**From Section 7: Practices that can Make or Break Success in
Designing and Delivering Communication**

Principle #8:

Communicate professionalism... always.

The manner in which we conduct ourselves demonstrates professionalism, or the lack thereof. To be considered credible it is essential to convey professionalism in our writing and speaking, our attitude, and how we present ourselves. A professional demonstrates respect toward themselves and others.

To be **average** – Allow sloppiness in all things. Maintain low standards.

To be **amazing** – Convey professionalism in all communication. Strive for excellence.

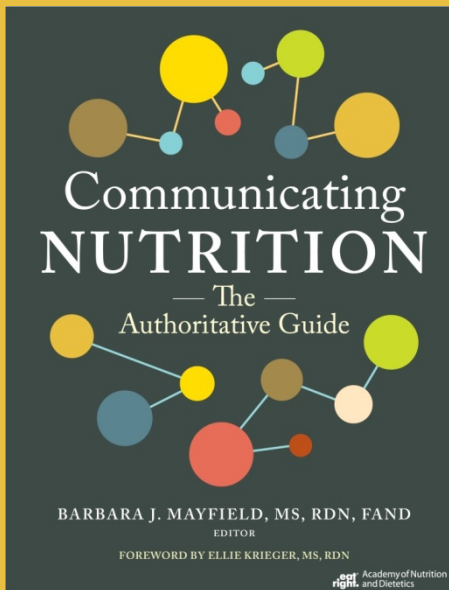
My action steps:

What is the demeanor of a professional?

How can I demonstrate respect and convey professionalism in my words and actions?

How can I promote professionalism through my communication?

From Section 8: Designing and Delivering Professional Communications



If you found these 8 pages useful,
imagine how helpful all 700+ pages will be!

Packed with evidence-based content,
practical strategies, tips, and resources,
Communicating Nutrition: The Authoritative Guide
will become the most frequently used book in your
professional library.

Visit this site to learn more about the book and the
amazing team of authors:

<https://www.nutritioncommunicator.com/>

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