

5 Keys to Communicating Nutrition

Communication is a relational activity.

Communication is much more than simply sending messages. It involves a relationship between communicator and audience. It requires knowing the audience and meeting their needs. Only when the communicator effectively connects with the audience are they able to truly communicate and achieve the desired outcomes.

Context is essential when communicating evidence.

For an audience to understand the underlying science behind a message they must understand it and be able to relate it to their experience. Communicate using language, illustrations, and examples that fit the audience. Begin at the audience's current level of knowledge and base your explanation on their frame of reference.

Design communication with the target audience.

Communicators who assess their target audiences' needs and involve audiences in designing messages to meet those needs will effectively reach their desired outcomes – desired outcomes that the communicator and audience determine together. When involvement of the audience occurs throughout the design process it has the greatest impact.

Engage audiences employing a variety of strategies.

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

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. Strive for excellence and convey professionalism in all communication.