



**Carol Byrd-Bredbenner, PhD, RD, FAND**

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**Contributing author:**

**Chapter 12: “Use Behavior Change Theories to Create Effective Communication”**

Carol Byrd-Bredbenner’s research focuses on elucidating the role of cognitive and environmental factors on nutrition behaviors and health outcomes and developing behavior change strategies and recommendations for nutrition communications and health promotion interventions. Currently, she is leading the innovative childhood obesity prevention program *HomeStyles* that motivates parents to make quick, easy, evidence-based modifications to their home environment and lifestyle practices (HealthyHomeStyles.com). Dr. Byrd-Bredbenner has published nearly 200 research articles, numerous nutrition books, including the college-level textbook *Wardlaw’s Perspectives in Nutrition*; software packages, including *FoodWorks*; and theory-driven, behaviorally focused nutrition curricula and intervention materials. She received the Helen Denning Ullrich Award for Lifetime Excellence in Nutrition Education from the Society for Nutrition Education and Behavior and the Excellence in Nutrition Education Award from the American Society for Nutrition. Dr. Byrd-Bredbenner earned her doctoral degree at Pennsylvania State University.

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

Health behavior change theories and their constructs have the potential to help RDNs help clients successfully navigate change and make lasting changes that improve their lives. The goal of my contribution was to help RDNs feel comfortable using these theories in all types of consumer communications.

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

Greater recognition of how health behavior change theories and constructs can help us, as RDNs, help our clients achieve health goals.

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

Get familiar with health behavior change theories and constructs—then, give them a try! Include at least one health behavior change construct in every consumer communication. Your clients will be glad you did—and you can feel good about the health improvements you facilitated.

**Connect with Carol:**

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