



Drowning in *experts*.

Navigating nutrition communication and combatting pseudoscience in the age of innovation.

By Emily Foster, RD



Your Host

Emily Foster, RD



@theEmilyCFoster



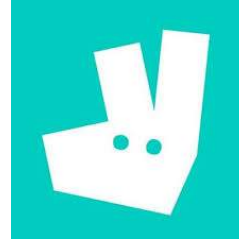
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**The new
weight watchers**





Age of

innovation



Let's set
the *scene*



A Thought Leader in Sports Nut...
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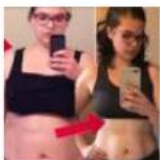
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EXPERT COUNSELOR SPECIALIST THOUGHT-LEADER



Want to lose weight? Eating more of this food can help you cut belly fat
[Express.co.uk](#) - 11 Apr 2019
 By adding more fibre into the **diet**, slimmers can lose weight quickly, but they must eat the right kind of fibre, according to experts. Eating more ...



Weight loss diet: Woman reveals how she dropped four dress sizes ...
[Express.co.uk](#) - 4 Apr 2019
 The reddit user "cfabriziostanton" gave tips about her weight loss to show others how it helped her, but what **diet** did she follow?



Intuitive eating: a 'diet' that actually makes sense
[The Conversation UK](#) - 4 Apr 2019
Diets for weight loss usually involve restriction. The 5:2 **diet** relies on restricting calories, and the ketogenic **diet** relies on restricting particular ...



Poor diet kills more than smoking and hypertension: More than ...
[Daily Mail](#) - 3 Apr 2019
 More people are **eating** a so-called 'Western **diet**' - heavy in red meat, fats and sugar, and low in fruit and veg; Experts warn that type of **diet** is ...

Eating brains and bones saved my life: Vegan, 25, gave up her 'raw' diet of fruit and vegetables for a meat-ONLY menu because the lack of nutrients was 'killing her'

- Alma-Jade Chanter was vegan since 13 after watching campaign videos
- She lost hair, weight, and teeth from her restrictive 'raw' diet of fruit and veg
- Doctors urged her to change after an autoimmune disease diagnosis
- She now eats up to 2kg of animal a day and says she is 'free of pain'

By VANESSA CHALMERS HEALTH REPORTER FOR MAILONLINE
 PUBLISHED: 10:51, 15 March 2019 | UPDATED: 16:01, 15 March 2019

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Best diet plan for weight loss according to a celebrity personal trainer ...
[Express.co.uk](#) - 11 Apr 2019
 Cecilia Harris, who trains fitness mogul Lucy Mecklenburgh, told Express.co.uk about the most popular **diets** on the market and which ones ...



Mark Labbett weight loss diet plan: The Chase star ditched this food t...
[Express.co.uk](#) - 12 Apr 2019
 Weight loss is something which many need to do for the good of their health, if they find themselves overweight. Mark Labbett knows that all too ...

I'm confused.

You're confused.

**We're all
confused.**

**Contradicting
information.**

Contradicting *Information*

- 👉 Coffee kills.
- 👉 Coffee saves.
- 👉 Don't quit smoking because diet's the real killer.

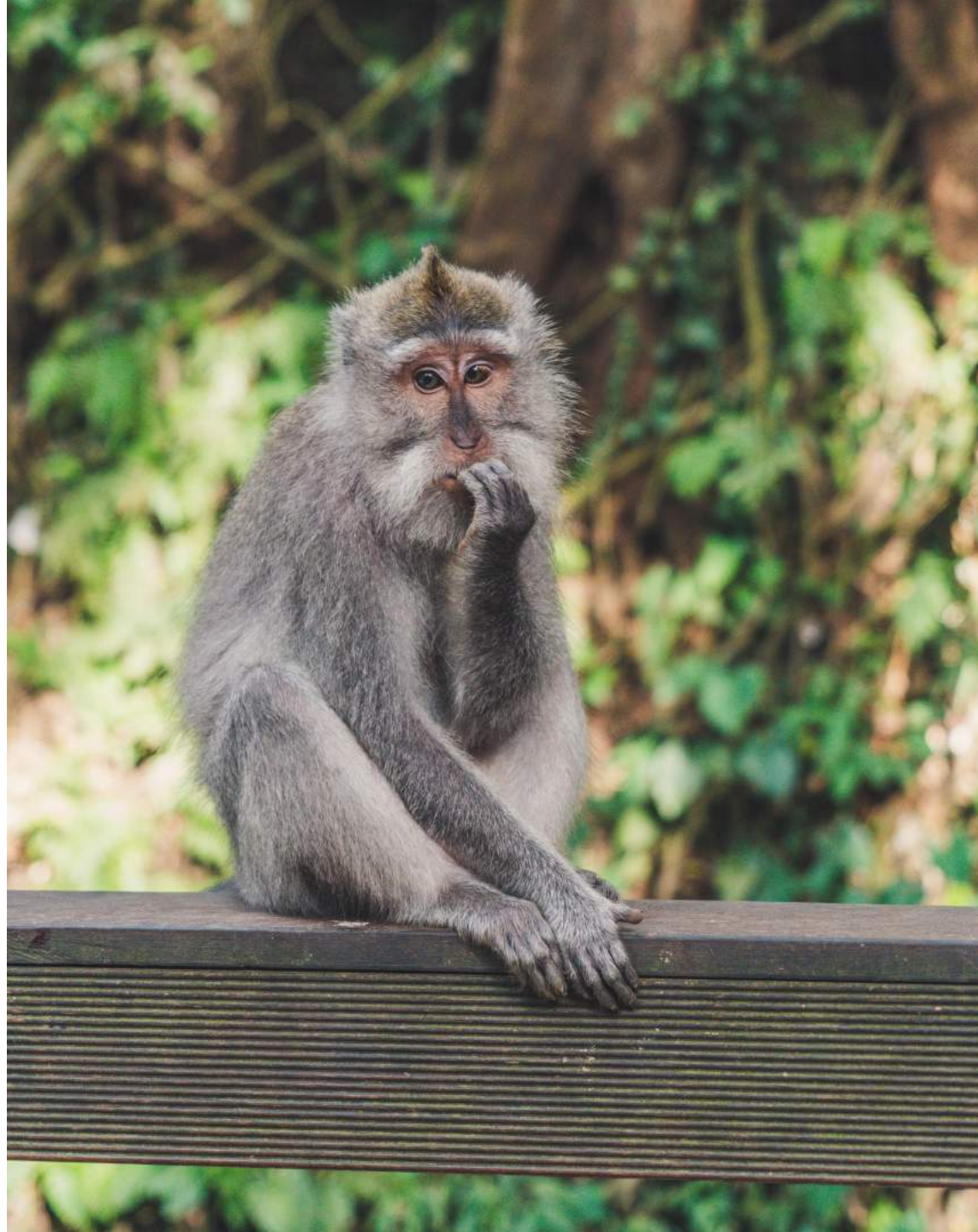


Under attack!





So, so weird.



Quite simply,
it's exhausting.



I do have to
wonder...

Where have we
gone *wrong*?

Is there a way we could
be communicating
better?

I don't know if *'fighting
pseudoscience'* is working.

**“playing nutribollocks bingo
at X” - “too much paleo
bullshit”**

**“there should be a ban on the
term superfood for at least a
year”**

“nutrition communicators focus on telling their readers not about such fantasies as “super foods” – but about how *better to think* about health and nutrition science.”

Rowe, S. B., & Alexander, N. (2016). Communicating Nutrition and Other Science: A Reality Check. *Nutrition Today*, 51(1), 29–32.

How we're
reacting to
pseudoscience.

You blinded me
with *science!*



The *witch hunt!*



You blinded me with *science!*

- 👉 Information overload
- 👉 Lack of understanding
- 👉 Feelings of inferiority

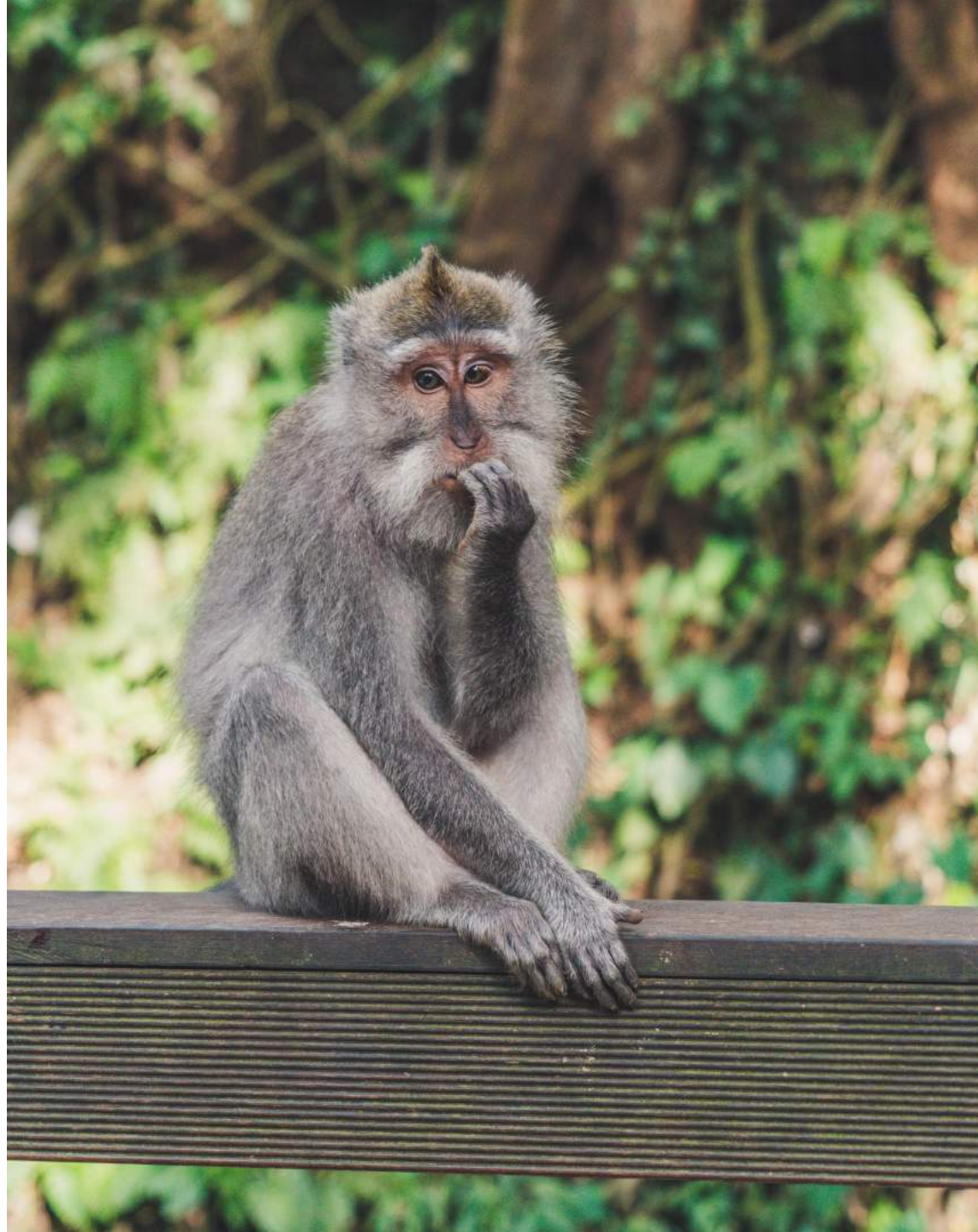
The *witch hunt!*

- 👉 **Burn the witch!**
- 👉 **Differences of opinion are less likely**
- 👉 **Group think**

Under attack!



So, so weird.



Is there a way we could
communicate *better*?

Becoming better nutrition *communicators*.

**Practical, interesting,
to the point.**

Becoming better nutrition *communicators.*

Tell and sell the
nutrition science *story.*



Becoming better nutrition *communicators.*

We're confused too!
Let's navigate this
together.

Let's navigate this *together*.

Media literacy will play a critical role in building consumer efficacy in sorting fact from fiction in order to select food for a healthful diet.”

Goldberg, J., & Sliwa, S. (2011). Communicating actionable nutrition messages: Challenges and opportunities. *Proceedings of the Nutrition Society, 70*(1), 26–37.

Let's navigate this *together*.

- 👉 What to look for in media articles, 'media literacy'
- 👉 Hierarchy of evidence
- 👉 Most "true" things aren't black and white

Let's navigate this *together*.

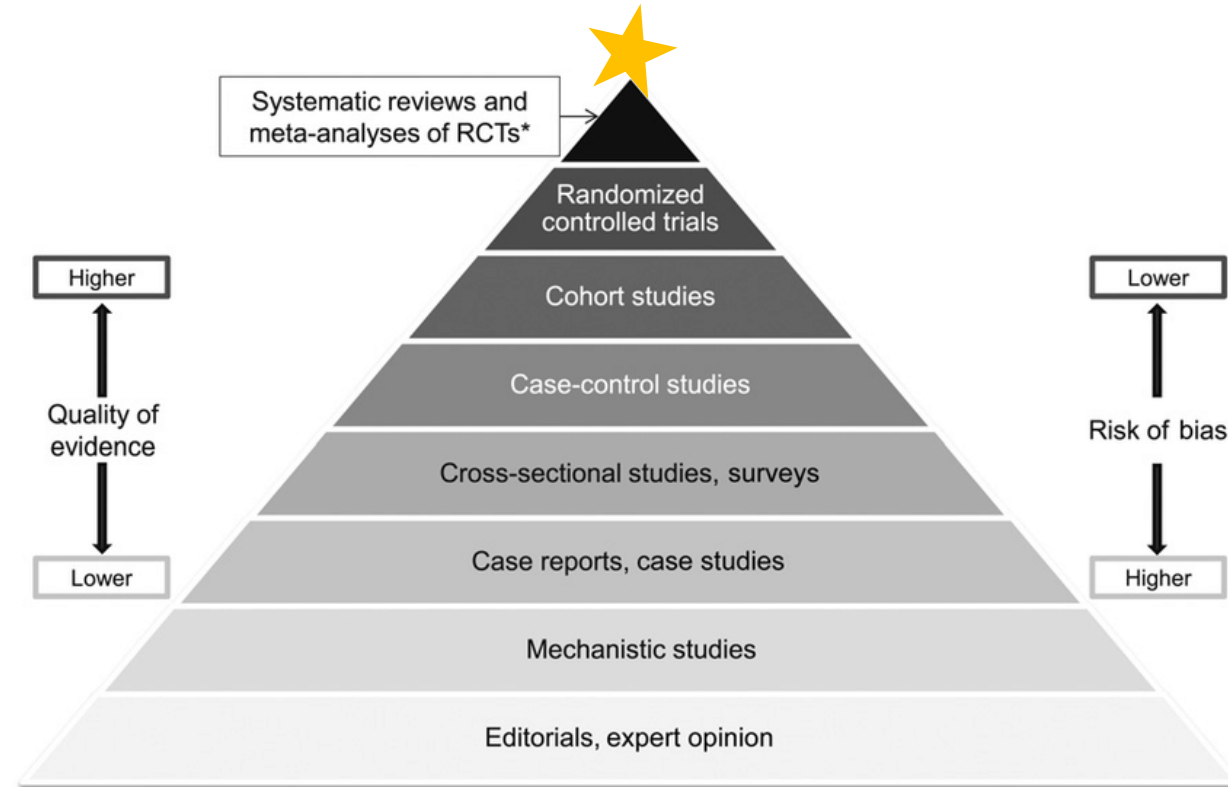


Figure from: A Yetley, et Al. (2016). Options for basing Dietary Reference Intakes (DRIs) on chronic disease endpoints: report from a joint US-/Canadian-sponsored working group. American Journal of Clinical Nutrition. 105. 10.3945/ajcn.116.139097.

Becoming better nutrition *communicators.*

Create *clarity* and
add *value.*

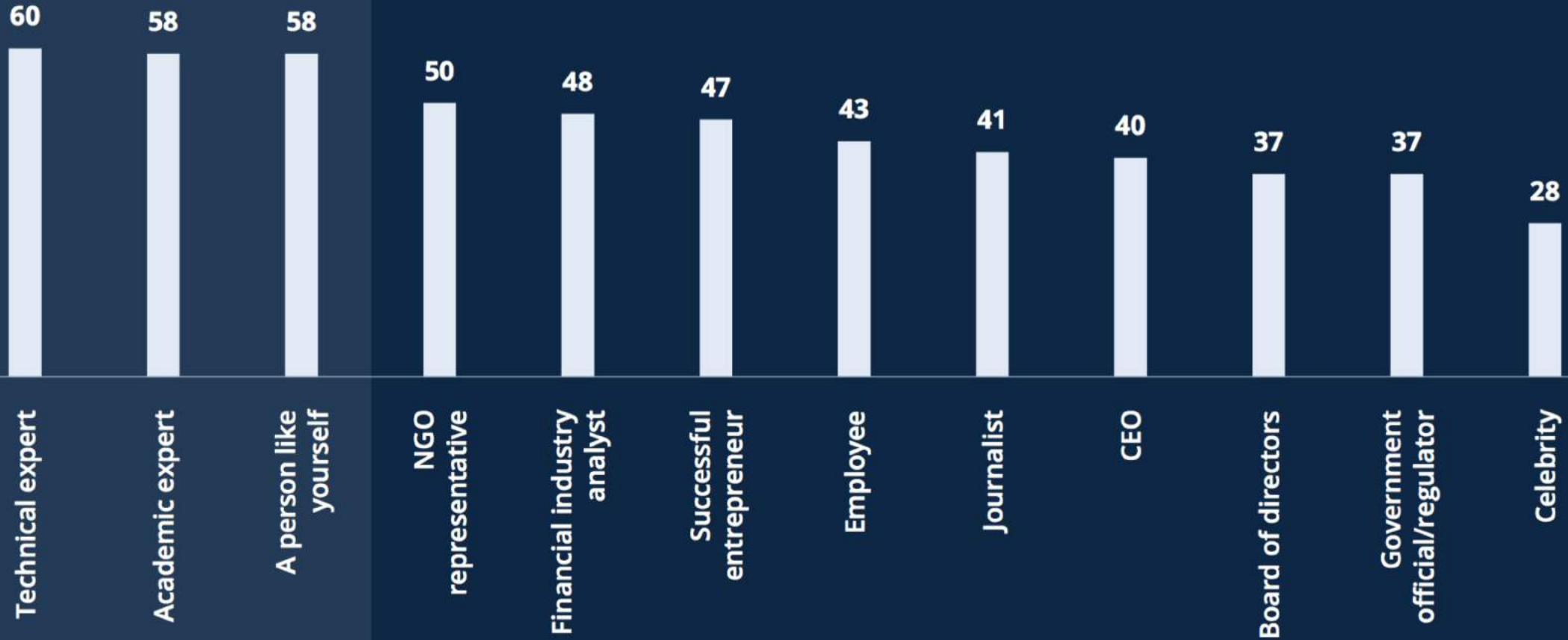
Becoming better nutrition *communicators.*

Understand consumer
trust is *earned!*, don't rely
on a qualification.

Deploy Credible Expert and Peer Voices

Percent who rate each spokesperson as very/extremely credible for information about a brand

Experts, peers statistically tied in credibility



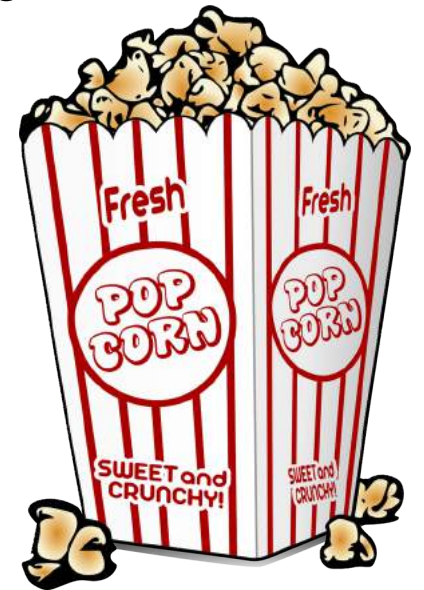
Hootsuite 2019 Social Media Trends Report

Source: Edelman 2018 Trust Barometer Special Report: Brands and Social Media.



Credence service vs. *experience* service

Monash University. Peer vs. Expert – Who's opinion do we value more?



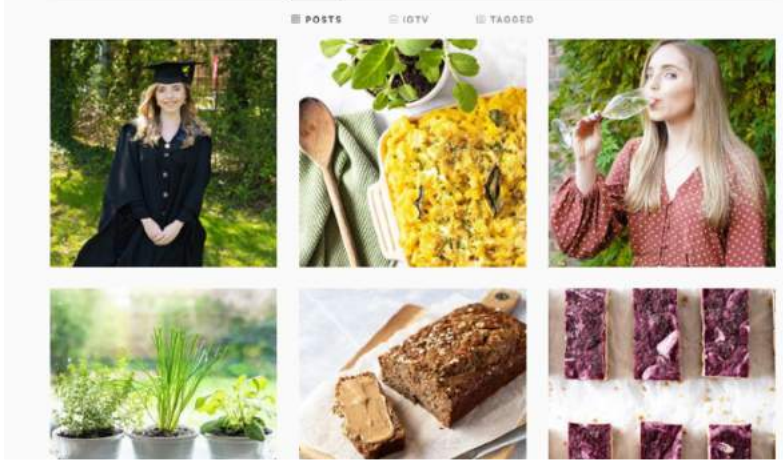
essentially.emma Following

250 posts 14.6k followers 2,093 following

Emma Hanton BSc MSc aNutr
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 Freelance Nutrition Consultant
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youtu.be/QJ6m55iy8oY

Followed by hartleyferment, chetnanakan, admindertfoods + 136 more

April Offers Natural B... Our Produ... Fav Book... Find Us The Cook... Our deli



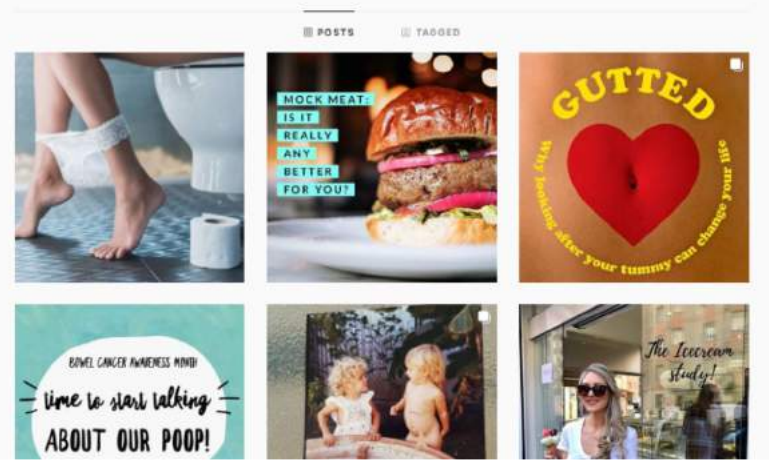
theguthealthdoctor Following

266 posts 99.5k followers 538 following

Dr Megan Rossi RD APD
 Feeding you the latest news on #GutHealth. Science-based. Easy to digest.
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Doing *our* part



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Doing *our* part

-- “have a responsibility to take an active role in providing *accurate, easily understood* food and nutrition information, *interpreting* emerging research for media and consumers and *encouraging* consumers to look for credentialed dietetics professionals as nutrition experts.”

- ADA in 2002

Doing *our* part

- 👉 accurate information
- 👉 easy to understand
- 👉 interpreting research for media & consumers
- 👉 encourage looking for qualified individuals



In *summary*

- 👉 **Contradicting information confuses everyone**
- 👉 **Be aware of ‘blinding them with science’ and ‘witch hunts’**
- 👉 **Story-tell, create clarity**
- 👉 **Use social media but don’t discount the conversations you have offline!**



Questions?

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