

Modern Media Spreads Nutrition Messages

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Objectives

- Review media that currently conveys nutrition messages
- Breaking into the new media
- Tips for communication
- What If.....

Media Has Gone Electronic

- Immediate messages
- Shorter messages
- Open for comment
- Offer option for creativity

Media Has Gone Electronic

- Facebook
- Blogs
- You Tube
- Twitter
- Podcasts

Facebook

Facebook | American Dietetic Association - Windows Internet Explorer

http://www.facebook.com/?ref=home#!/AmericanDieteticAssociation?ref=ts

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The American Dietetic Association is the nation's largest organization of food and nutrition professionals.

Information

Founded:
The American Dietetic Association was founded in Cleveland, Ohio, in 1917.

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American Dietetic Association

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Write something...
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American Dietetic Association



Make a difference at the grassroots level
ADA's first Advocacy Training Workshop was a tremendous success...

about an hour ago · Comment · Like · Share

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American Dietetic Association FNCE 2010 information is now online - check out the new site!

EatRight.org - FNCE 2010
www.eatright.org
FNCE 2010 will be held in Boston - November 6-9. Don't miss the latest nutrition science information, foodservice trends and access to the top experts. Educational sessions will cover the hottest topics ...

Tuesday at 9:44am · Comment · Like · Share

Create an Ad

Vanee 



Are you heading to the National Restaurant Association Show? Visit booth #7470
Like

Live Gluten Freely 



LIVE GLUTEN FREELY

Learn more about how to live a gluten-free lifestyle on LiveGlutenFreely today!
Like

Eating Disorder Program 



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Blogs

Nutrition Nibbles: 10 Recommendations for Blogging RDs - Windows Internet Explorer

http://nutritionnibbles.blogspot.com/2010/04/10-recommendations-for-blogging-rds.html

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Phillips & Compan... 27th Annual Meet... Korean-born stre... What's new in fo... Nutrition Nibbl... x


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Nutrition Nibbles

SUNDAY, APRIL 4, 2010

10 Recommendations for Blogging RDs

Hi!



weblogcartoons.com

A classmate and I wrote a paper on the use of blogs by dietitians for a school project... we called it: *Entering the Blogosphere: Professional and Ethical Consideration for Dietitians*.


I learned a lot writing this paper.

For example, did you know that a new blog is created every second every day... and 1.2 million new blog posts are posted every day?!

Pretty crazy!

We also found that, while blogs have lots of benefits for health professionals, and our readers (!), there are no standards for blogging RDs- our professional organizations haven't jumped on the bandwagon yet...


ABOUT ME



SYBIL HEBERT

I'm a Canadian Registered Dietitian and thought it would be fun to share the knowledge I have, as well as what I learn- anything related to nutrition, food and physical activity. Let me know if there's anything you'd like to know, and please feel free to comment and make suggestions- I'd love to hear your point of views, experiences, and thoughts. Thanks for reading!

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Twitter

FoodInsight.org (FoodInsightOrg) on Twitter - Windows Internet Explorer provided by Yahoo!

http://twitter.com/FoodInsightOrg

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FoodInsight.org (FoodInsightOrg) on Twitter

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FoodInsightOrg
INTERNATIONAL
OLD INFORMATION
COUNCIL FOUNDATION

✓ Following

RT @IFICMedia So much negative attn on school lunch lately. What about the good things they are doing? <http://bit.ly/97i0P4> #foodrevolution

11 minutes ago via web

Join @IFICMedia for new chat! Talking #diabetes on Thurs. 4/15 1 pm ET w/expert @tamirossrd. Join us at #foodinsight & send in ?s now!

11:05 AM Apr 8th via web

Does your spring cleaning routine include a #weight loss? <http://bit.ly/cytZmU> #nutrition #exercise

3:50 PM Apr 7th via web

RT@USDAFoodSafet No fooling w/ temps at holiday buffets! Keep hot foods hot, cold foods cold & refrigerate after 2 hrs <http://go.usa.gov/igO>

4:37 PM Apr 1st via web

To round out National #Nutrition Month, check out our new

Name FoodInsight.org
Location Washington, DC
Web <http://www.foodin...>
Bio Communicating science-based information on health, nutrition, and food safety.

105 following 242 followers 34 listed

Tweets 77

Favorites

Actions
message FoodInsightOrg
block FoodInsightOrg
report for spam

Following

RSS feed of FoodInsightOrg's tweets

Done

Start FoodInsight.org (FoodIn... FoodInsight.org (Foo...

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You Tube

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http://www.youtube.com/watch?v=M-57hEprx6c

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appetite4healthtv — January 04, 2010 — Katherine Brooking, MS, RD discusses ways to make your New Year's resolution for better health achievable on App... 11 views

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- Nate Corddry New Year's Resolution 722 views at528 5:44
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- Tutorial: New Year's Resolution, Go Natural 7,000 views 7:00

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You Tube

YouTube - Fruit: Which Is Better, Canned, Frozen, or Fresh? - Windows Internet Explorer

http://www.youtube.com/watch?v=sel26MCzyro

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Elisa Zied
Registered Dietitian

0:13 / 0:44

ELISAZIED — November 02, 2009 — Elisa Zied gives tips from her book, Nutrition at Your Fingertips. www.nutritionatyourfingertips.com **272** views

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- The Healthy Diet Pyramid 18,141 views

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 **Savard Rants**
Blackhawks Coach Dennis Savard is not happy with his team's performance after a 1-0 loss at home to Columbus.




  


eating right




 **Eating Right For April 9 2010**
Tips on living and eating healthy.


  




 **Eating Right For April 8 2010**
Tips on living and eating healthy.

 **Eating Right For April 7 2010**
Tips on living and eating healthy.

 **Eating Right For April 6 2010**
Tips on living and eating healthy.

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Communicating Online

- *Jump in the Water is Fine*
- Clear message
- Know format
- Determine your goals

Communicating Online

- Catchy presentation
- Stick with 3 Key points
- Decide on Openness of comments
 - Twitter - Facebook - Blogs
- Prepare for active involvement

What If.....

- Twitter 75 million but 21% use it
- Facebook 500 million and growing
- YouTube *2 billion* hits/day
- Blogs 20 million

= 2, 595, 000, 000 people

Next Steps

- Join Facebook and check out the groups
 - ADA - ADiabA - AHA
- Use Tools to write Blogs
 - Windows Live Writer - Google Blogger
- Grab a Camera and Video a Study
- Try Twitter at your next meeting
- Bottom-line –
Speak up for Health – Others Are

May 28, 2010