

Use All Forms of Media to Tell Our Story



JANUARY IS THE MONTH FOR New Year's resolutions—which, for millions of people, include vows to eat better and live more healthfully. Weight loss is the topic of countless media stories, especially in January. As consumers' most reliable, expert source of food and nutrition and advice, we owe it to the public to communicate our messages effectively in all types of media.

It is fantastic for our profession (and for our own individual advancement) to see the growing numbers of Academy members who work with—and in—every form of media.

STEP BY STEP

Angela Lemond, RDN, CSP, LD, president and chief executive officer of a nutrition consulting practice and the Academy's Dallas, TX—based Spokesperson, started her media involvement while working at a Dallas hospital. That led to volunteering as a public relations chair for the Academy's Dallas affiliate; and serving as a media representative, public relations chair, and director of communications for the Texas affiliate.

"After 15 years," Lemond says, "it's come full circle where I've been able to influence younger dietitians as they learn under me as a mentor, and have been so honored to pay it forward. Being an active member has been woven into my entire career that has provided me with so much opportunity to thrive in the profession."

HEALTHY BODIES AND MINDS

Jennifer McDaniel, MS, RDN, CSSD, LD, an Academy Spokesperson in St Louis, MO, is the founder of a consulting firm specializing in weight management, sports nutrition, and corporate wellness. Her media experience began while working at Saint Louis University. "Nutrition and health were popularly requested topics for the University, and I quickly recognized that I loved the challenge of crafting and delivering evidence-based messages that were relevant for our audience," McDaniel says.

One of the most successful media initiatives McDaniel has participated in is "Kids in the Kitchen," created by past Academy spokesperson Sara Hass, MS, RD, highlighting how registered dietitian nutritionists (RDNs) involve their own children in planning, preparing, and cooking food. "Through social media, our team of dietitians generated a large number media impressions through videos, blog posts, recipes, and more."

EACH OF US HAS A VOICE

Libby Mills, MS, RDN, LDN, FAND, an Academy Spokesperson from Philadelphia, PA, is a professional nutrition communicator and coach who prizes the ability of social media to share effective messages with the public. "It's fun to connect to colleagues, leaders in our communities, and people across the country and around the world," she says. Today, being in the media—starting a web page or blog—is easier than ever, which gives each of us a voice."

Since 2011, Mills has hosted "Libby's Luncheonette," a weekly Philadelphia radio show. "I started it because I wanted to create a community around good food, and help people make the best decisions possible for their personal, community, and environmental well-being," she says. "Together, our voices have made some noise."

THE GLOBAL HEALTH SOCIETY

Cordialis Msora-Kasago, MA, RD, a Los Angeles, CA—based Academy Spokesperson, is a regional nutrition manager for Sodexo. She believes, "The more the public interfaces with us in the media, the stronger the association they will make between RDNs and reliable nutrition information."

Msora-Kasago's media involvement began when she noticed "a paucity of culturally relevant nutrition information geared towards populations of African descent. I developed The African Pot Nutrition, a blog in which I



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shared my expertise while emphasizing benefits of the foods and activities I grew up enjoying." Last summer, Msora-Kasago led a diabetes awareness seminar in Zimbabwe, which generated media coverage including "#diabetesZW" trending in Zimbabwe. "As an integral member of the global health society," she says, "I will continue to participate in similar events, creating awareness and helping people improve health through sustainable changes."

GET INVOLVED

I encourage all members to consider applying to become an Academy Spokesperson. The deadline to apply to join this prestigious program is February 2. More information including eligibility requirements is available at www.eatrightPRO.org/spokesperson-application.

I hope you will become involved with the media in telling your great story (which is also *our* great story). Our online member handbook "Working with the Media" (www.eatrightpro.org/resource/practice/career-development/marketing-center/working-with-the-media-handbook) offers tips and strategies that you can put to use, starting now. I'll be watching for you!

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<https://doi.org/10.1016/j.jand.2017.10.019>