

# Learning By Experience

## Communicating Nutrition Science to Consumers



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## Commuters Leave Pregnant Women Standing...

- More than 80% of pregnant British commuters left standing
- Due to selfishness?
- No – people unsure if it's a baby bump or a big belly



## Consumers Need...

- Credible nutrition sources that provide:
  - Relevant & interesting
  - Well-researched
  - In context
  - Practical real world nutrition advice



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## Take People On A Journey..

- The fascination lies in the detail



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## Seek Inspiration From...

- Consumers
- Research – newsletters, conferences, journals
- Newspapers, blogs, books
- Having an inquiring mind, keeping up to date



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## Dig Deep and Dig Wide

Thoroughly research your topic:

- Talk to NGOs – NHF, Cancer Society, etc
- Search PubMed for recent research
- Google for full-text of research studies
- Google for mainstream media stories
- Ask an expert:
  - Use your phone and networks
  - Use PubMed to find active NZ researchers

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## Does That Puzzle Piece Belong Here?

- Credible source?
- Peer reviewed study?
- Study method used?
  - Observational versus clinical trial
  - Animal versus human study
- Is your research balanced?



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## Piece Your Jigsaw Puzzle Together...

- Thoroughly read your research findings
- Fully understanding your topic is key
- May need to start writing to understand the full picture
- Research and writing overlap



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## Contextualise or Confuse

- Place research findings in context
  - Context = the surroundings, circumstances, environment, background or settings which determine, specify, or clarify the meaning of an event
  - One study versus a body of research
  - Observational versus clinical trial data
  - True effect size



## Word Craft and Inspire

- Bad writing = boring story
- Learn how to write with skill
  - Prefer the simple over the technical
- Use human stories to bring your point to life
- Make their personal risk real
- Give them practical advice...



## Int'l Society of Behavioral Nutrition & Physical Activity

- 2010 Conference in Minneapolis
- Marketing, parenting, taxation, lifestyle, work...
- Sheeran: Solutions for the Intention-Behaviour Gap
- Ludwig: An integrated approach to childhood obesity



## Mind The Gap...

- Good intentions  $\neq$  improved behaviour
- Impulsive behaviour often downplayed
- Possible causes:
  - Poor quality goals
  - Mental contamination of stereotypes
  - Justifications for indulgence
- Fix with If-Then Manipulations!



## Ending The Food Fight...

- Poor prospects for obese children
- An integrated approach:
  - Appropriate diet
  - AND physical activity
  - PLUS appropriate parental instruction via intervention



## Excuse the 'H' Word...

- Create nutrition messages that are:
  - Relevant & interesting
  - Well-researched
  - In context
  - Practical real world advice
- A 'holistic' approach to healthy eating and living...