



# Behind the Headlines: Ethical and Socially Responsible Communications

*Complimentary Webinar, 1 CPEU  
Presented by Kathleen Zelman, MPH, RD*

Registered dietitian nutritionists have diverse roles and responsibilities. Yet to be successful, every RDN professional has a responsibility to be an effective communicator and support and uphold the code of ethics as described by the Academy of Nutrition and Dietetics. This is becoming increasingly more challenging with the competitive voices on social media and the internet. It is further complicated when evidence is limited and when dealing with trending, emotional issues and fact-resistant people.

This presentation will focus on navigating the challenges of professional ethics with a road map to responsible communications, even if evidence conflicts with personal beliefs. It will include tips on translating science into sensible sound bites and creating messages that resonate with consumers in a wide range of outlets from television to social media to consumer communications.

## **Objectives:**

- *Understand the mindset of today's consumers behind the headlines*
- *Employ effective communication strategies that resonate with fact-resistant consumers*
- *Complete a review of the professional code of ethics through case study analysis*

## **Performance Indicators**

- 1.1.2** Recognizes and manages conflicts of interest.
- 1.1.3** Understands the impact of personal values and beliefs on practice.
- 1.1.4** Practices with honesty, integrity, transparency and fairness.
- 1.1.8** Adheres to the Standards of Professional Performance for RDNs.

## **Learning Codes:**

**1050:** Ethics      **1090:** Media skills

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## About the Presenter



Kathleen Zelman, MPH, RD, LD is a nationally recognized nutrition correspondent serving as the director of nutrition for WebMD Health, a contributing editor for Food and Nutrition Magazine and a nutrition expert for United Healthcare providing monthly webinars, articles, recipes and blogs. In 2016, she was awarded the Academy of Nutrition and Dietetics 'Lenna Frances Cooper Memorial Award' in recognition of her distinguished career and remarkable contributions to the dietetics profession.

Zelman has extensive media experience and was awarded the 2007 Academy of Nutrition and Dietetics 'Media Excellence Award' for her contribution and commitment to educating consumers on the role of diet, health and nutrition issues through the media. She served as a national spokeswoman for the Academy of Nutrition and Dietetics for 12 years and has print and TV appearances including CNN, Good morning America, NBC Nightly News, The Wall Street Journal and The New York Times.

Zelman serves on the Board of Directors for the True Health Initiative, Inc. in addition to serving several professional organizations including Nutrition4Kids Advisory Board, Sabra's Health and Wellness Advisory Board, Share our Strength National Advisory Board, James Beard Foundation Award Judge and Health Professional Advisor for the Egg Nutrition Center.

Zelman graduated from Montclair State University, received her Master's degree in public health from Tulane University and completed her dietetic internship at Perth Amboy General Hospital in New Jersey.

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