

# Hot Topics in Nutrition: How Trends Impact What America Eats

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

The world of food and nutrition is a moving target and so is the advice about what to eat and what to avoid for good health. Making healthy food choices in today's social media driven environment is more challenging than ever before. There is so much conflicting information from self-described nutrition experts that it can be hard to discern facts from myths. Learn all about trends, the changing tide of nutrition advice and how to communicate the facts so they resonate with consumers.

## Objectives:

- *Dissect today's food and nutrition trends and potential unintended consequences.*
- *Understanding the mindset of today's consumers behind the headlines.*
- *Effective communication strategies that sort fact from fiction and resonate with fact-resistant consumers.*

## 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. 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 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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## Suggested Performance Indicators

### **2.1 Utilizes appropriate communication methods and skills to meet the needs of various audiences.**

2.1.1 Assesses the communication needs of the individual, customer or population.

2.1.2 Identifies barriers to effective communication.

2.1.3 Tailors message to meet the needs of the target audience.

2.1.4 Uses a variety of media to deliver information.

2.1.8 Delivers accurate and credible messaging.

### **5.3 Demonstrates ethical and professional behavior when using technology.**

5.3.5 Demonstrates professional behaviors and boundaries when using social media platforms.

### **8.3 Demonstrates a commitment to maintaining and enhancing knowledge.**

8.3.6 Keeps abreast of current nutrition and dietetics knowledge and trends.

### **11.4 Develops advertising messages and materials in a professional and ethical manner.**

11.4.1 Stays abreast of changing trends and technology in promotion, marketing and advertising.

## Suggested Learning Codes

**1090** Media Skills

**1130** Verbal communication skills, presentations

**2040** Food science, genetically modified food

**7120** Marketing

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