

# Communicating Nutrition Science: Using Data to Drive Content Creation

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# Key Objectives

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- Understand current barriers to and breakthroughs in nutrition communication
- Assess current communication gaps about nutrition, ingredients, health, and taste
- Identify areas of improvement for education on the benefits of whole grains
- Apply tangible strategies for improving nutrition messaging at all levels of knowledge, areas of industry, and stages of behavior change

# Dietary Patterns Around the Globe

- The most nutritious dietary patterns around the world:
  - Encourage a holistic lifestyle approach to improving quality of life *now* for continued quality of life *in the future*
  - Build upon food culture: Social, agricultural, political, familial ties to environment and community
  - Are universally plant-based dietary patterns



## Review Adherence to Mediterranean Diet and Risk of Cancer: An Updated Systematic Review and Meta-Analysis

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**Abstract:** The aim of the present systematic review and meta-analysis was to gain further insight into the effects of adherence to Mediterranean Diet (MedD) on risk of overall cancer mortality, risk of different types of cancer, and cancer mortality and recurrence risk in cancer survivors. Literature search was performed using the electronic databases PubMed, and Scopus until 25 August 2017. We included randomized trials (RCTs), cohort (for specific tumors only incidence cases were used) studies, and case-control studies. Study-specific risk ratios, hazard ratios, and odds ratios (RR/HR/OR) were pooled using a random effects model. Observational studies (cohort and case-control studies), and intervention trials were meta-analyzed separately. The updated review process showed 27 studies that were not included in the previous meta-analysis (total number of studies evaluated: 83 studies). An overall population of 2,130,753 subjects was included in the present update. The highest adherence score to a MedD was inversely associated with a lower risk of cancer mortality (RR<sub>overall</sub>: 0.86, 95% CI 0.81 to 0.91, I<sup>2</sup> = 82%; n = 14 studies), colorectal cancer (RR<sub>observational</sub>: 0.82, 95% CI 0.75 to 0.88, I<sup>2</sup> = 73%; n = 11 studies), breast cancer (RR<sub>RCT</sub>: 0.43, 95% CI 0.21 to 0.88, n = 1 study) (RR<sub>observational</sub>: 0.92, 95% CI 0.87 to 0.96, I<sup>2</sup> = 22%; n = 16 studies), gastric cancer (RR<sub>observational</sub>:



## HHS Public Access

Author manuscript  
JAMA. Author manuscript; available in PMC 2018 April 18.

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JAMA. 2017 April 18; 317(15): 1529–1530. doi:10.1001/jama.2017.1628.

### The DASH Diet, 20 Years Later

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This year marks the 20th anniversary of the publication showing the blood pressure-lowering effects of the Dietary Approaches to Stop Hypertension (DASH) diet.<sup>1</sup> The DASH diet is considered an important advance in nutritional science. It emphasizes foods rich in protein, fiber, potassium, magnesium, and calcium, such as fruits and vegetables, beans, nuts, whole grains, and low-fat dairy. It also limits foods high in saturated fat and sugar.<sup>2</sup> DASH is not a reduced-sodium diet, but its effect is enhanced by also lowering sodium intake.<sup>3</sup> Since the creation of DASH 20 years ago, numerous trials have demonstrated that it consistently lowers blood pressure across a diverse range of patients with hypertension and prehypertension.



REVIEW ARTICLE

## Recommended Nordic diet and risk markers for cardiovascular disease

**BACKGROUND** Cardiovascular diseases are among the main causes of morbidity and mortality in Norway. The objective of this article is to provide an overview of literature that describes the effect of a Nordic diet in line with the authorities' dietary advice on risk factors for cardiovascular disease.

**METHOD** Electronic literature searches were undertaken in the PubMed, Cochrane and Embase databases. Randomised, controlled studies that described the Nordic diet and cardiovascular disease were included. A total of 15 articles were included. These are based on four dietary intervention studies conducted in the Nordic countries.

**RESULTS** All of the dietary intervention studies indicated effects on blood lipids. In one of the studies, a Nordic diet caused a 21% reduction in LDL cholesterol levels. Three of the studies showed that a Nordic diet reduces blood pressure. Results from two of the studies showed that it also improved glucose and insulin sensitivity, but after adjustment for weight loss, this effect disappeared. Three of the studies showed that a Nordic diet may positively affect inflammation.

**INTERPRETATION** A diet based on the authorities' dietary recommendation and consisting of Nordic ingredients improves the risk profile in those who are predisposed to developing cardiovascular disease.

Cardiovascular diseases are a leading cause of morbidity and mortality, globally as well as in Norway (1, 2). It has been well documented that a Mediterranean diet prevents development of these diseases (3–5). The Mediterranean diet is characterised by a high intake of fruits, legumes, vegetables,

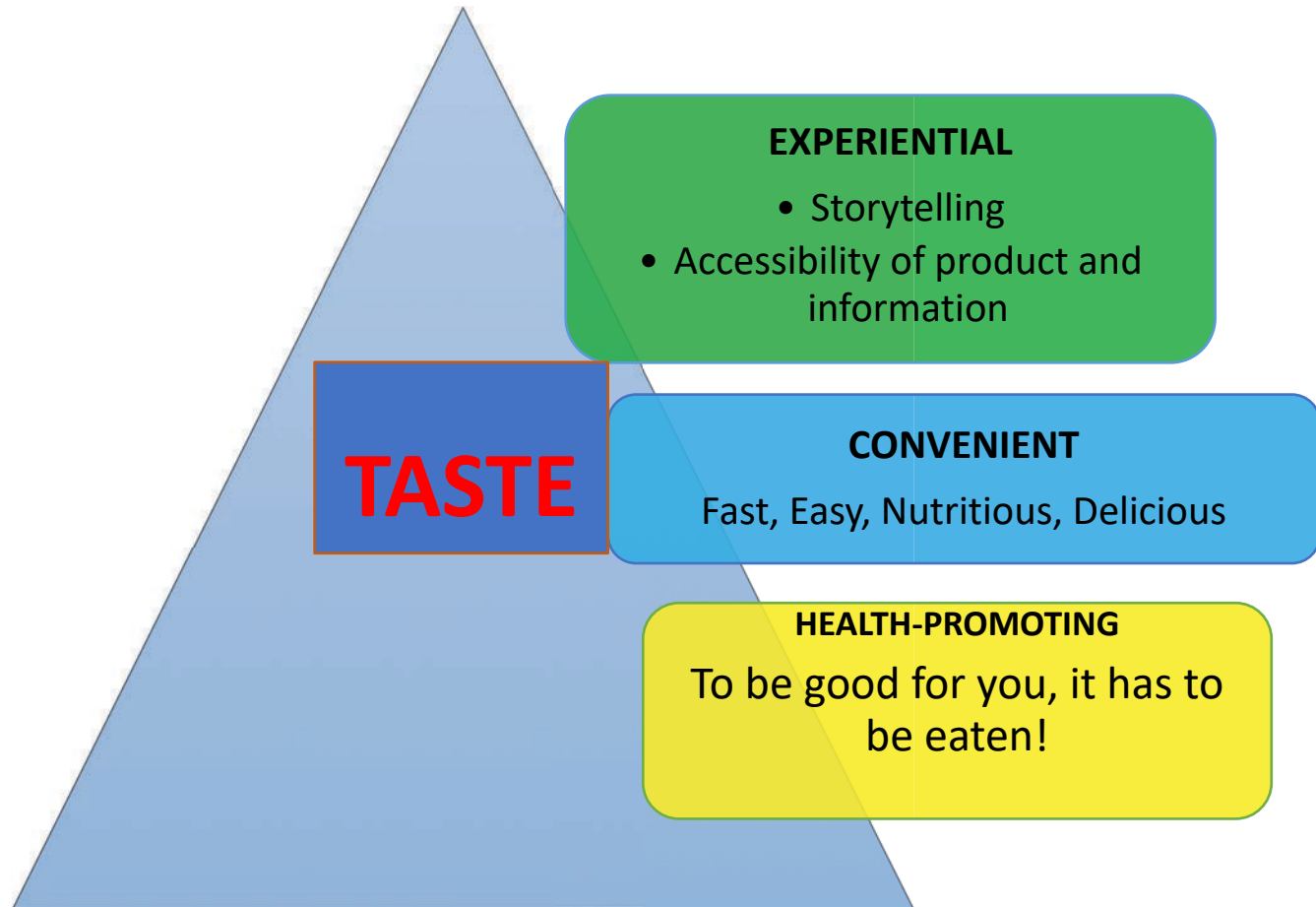
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Kristin B. Holven and Solveig M. Usvaek served as supervisors for Astrid Berild in her project assignment for the study of medicine at the University of Oslo.

**MAIN MESSAGE**  
A healthy Nordic diet in accordance with the

November 2018  
#WholeGrains2018

# Food and Nutrition Communication: Traveling Through Taste, Telling the Story



# TELLING THE STORY

**OH EMBLEM PRODUCTS ARE...**

- 1 Nutritious**  
They're made from real, whole foods.
- 2 Easy to use**  
They make it simple to eat healthier.
- 3 Transparent**  
Health claims are clear and not misleading.

Look for the **OH Nutritional Approved Emblem** whenever you shop to help you choose foods that are delicious, good for you and convenient — like the bars on these pages.

**SUMMER HEALTHY EATING GUIDE**

*It's hot outside, and you've got about 50 million more fun things to do than ponder nutritious choices. So just...don't! With our simple tricks and tips, eating well is as effortless as lounging by the pool.*

by JACLYN LONDON, M.S., R.D.

**YOUR BODY healthy eating guide**

**PROBLEM**  
**Oh, nooo! My coffee order has 400 calories!**

**Solution:** Opt for a café latte or café au lait with low-fat milk or unsweetened soy — more coffee and less milk than a latte, and fewer calories. Or go for a whole-milk cappuccino, a bit light but creamy treat. For extra flavor, add some cocoa powder, cinnamon or vanilla powder and, instead of sugar, use **OH Nutritional Approved pick SweetLeaf Sweet Drops** for sweetness from real stevia.

**PROBLEM**  
**Every member of my family wants something different, and I don't know where to start!**

**Solution:** Let them to make their own dinner, sort of. You provide the base — corn tortillas, baked potatoes (sweet or regular) or 100% whole grain pizza — and they pile on nutritious options from your genius toppings bar. Put out veggies, shredded part-skim cheese, avocado and tomato sauce or salsa plus grain-Greek yogurt (it's a higher-protein swap for sour cream). Complete the meal with unadorned beans or fried eggs, which take minutes to prep while they eat the table. Oh, look! Everybody's happy!

**PROBLEM**  
**The vending machine at work has nothing healthy.**

**Solution:** Do a DIYO snack that can power you through, like **OH Nutritional Approved pick Beanitos**, which have beans as the first ingredient and are higher in protein and fiber than potato-based alternatives. Other options: single-serving (1.5-oz) bags of trail mix or nuts, a 1.5-oz packet of nut or seed butter or tabbouleh with fruit, or baked veggie chips with hummus.

**SAVE SMARTER** Shop tax-free. Stores in some states schedule sales on tax-free days. Check [www.oh.com](http://www.oh.com) for an up-to-date list.

**62** ON JULY 2018

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# HEALTH BEYOND THE PAGE

Good Housekeeping

19.6M  
monthly  
impressions

GoodHousekeeping.com

15M unique  
visits daily

Good Housekeeping via  
Broadcast

800M  
Impressions  
via Satellite  
Media Tour  
“Healthy  
Eating  
Guide,”  
January  
2018

Mall of America:

In-store

- Store in MOA (pop-up shop)

Online

- Amazon.com /shop/ghstore

# GH & CONSUMER HEALTH



Est. 1909, the Good Housekeeping Seal has served as a symbol of assurance and reliability to consumers

Est. 2016, the Good Housekeeping Nutritionist Approved Emblem seeks to educate and empower consumers to make informed food choices that simplify the process of living a healthier life.

# GH Nutritionist Approved: Macro Criteria

- **1. SIMPLICITY**

- A simple food label with fewer ingredients and additives than other products in its category
- Simplifies a process identified as difficult, cluttered, or time consuming by our readership and/or consumer base

- **2. TRANSPARANCY**

- Packaging claims and ingredient lists accurately represent the intent and contents of the product and are not misleading to consumers
- Production and growing practice transparency

- **3. INNOVATION**

- Use of the most up to date technologies available to create “lifestyle aware” solutions to consumer dilemmas
- Efforts towards sustainability that differentiate the product from similar products in the same food category



# THE QUEST FOR CONVENIENCE



## CONSUMERS' LIFESTYLES ARE CHANGING

Indicators point to **busier, more connected** and **on the go** lifestyles...



- Urbanization.
- Longer commutes and congestion.
- Spread of the internet and more hours spent online.
- The rise of stress and anxiety connected illness.



## WE ARE ALREADY SEEING THIS NEED EMERGE AND GROW

... and the **numbers are compelling**

**39%** of global online consumers eating out weekly

**27%** of consumers wish there were more products that make lifestyle **EASIER**,

**26%** - CONVENIENT TO USE



## CONSUMERS HAVE NEW CHALLENGES

**Busy - Stressed - Information overload - Tired - Complexity fatigue**



**Work life balance** is one of the key concerns around the world along with employment and health issues.

## SATISFY THE DEMAND FOR EASE, UTILITY & SIMPLICITY



## THE CONSUMER NEED WILL ONLY GET BIGGER AND EVOLVE WITH NEW FACTORS

Technology spreads to make convenience **anywhere, anytime and just for me.**



## HOW DO YOU SOLVE CONSUMER NEEDS THROUGH CONVENIENCE?



Make it easy for me.  
Make it useful for me.  
Make it simple for me.  
...  
make better use of my time or give me time back.



## GET AHEAD OF THE CURVE BY THINKING CONVENIENCE IN EVERYTHING YOU DO

Think **in-store, out of store, in the home** and **everywhere in between.**

Grab & go  
Store within a store  
Range assortment  
Pack size  
Loyalty data  
E-commerce  
Home delivery

# 2018 Nielsen Health and Convenience

Make it easy for me?

Make it useful for me?



Make it simple for me?

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## Key Recommendations



Consume a healthy eating pattern that accounts for all foods and beverages within an appropriate calorie level.

A healthy eating pattern includes:<sup>[2]</sup>

- A variety of vegetables from all of the subgroups—dark green, red and orange, legumes (beans and peas), starchy, and other
- Fruits, especially whole fruits
- Grains, at least half of which are whole grains
- Fat-free or low-fat dairy, including milk, yogurt, cheese, and/or fortified soy beverages
- A variety of protein foods, including seafood, lean meats and poultry, eggs, legumes (beans and peas), and nuts, seeds, and soy products
- Oils

A healthy eating pattern limits:

- Saturated fats and *trans* fats, added sugars, and sodium

Key Recommendations that are quantitative are provided for several components of the diet that should be limited. These components are of particular public health concern in the United States, and the specified limits can help individuals achieve healthy eating patterns within calorie limits:

- Consume less than 10 percent of calories per day from added sugars<sup>[3]</sup>
- Consume less than 10 percent of calories per day from saturated fats<sup>[4]</sup>
- Consume less than 2,300 milligrams (mg) per day of sodium<sup>[5]</sup>
- If alcohol is consumed, it should be consumed in moderation—up to one drink per day for women and up to two drinks per day for men—and only by adults of legal drinking age<sup>[6]</sup>

## The Best Whole-Grain Pastas



**Barilla Whole Grain Pasta**

[amazon.com](https://www.amazon.com)

SHOP NOW



**Garofalo Whole Wheat Pasta**

[amazon.com](https://www.amazon.com)

SHOP NOW



**De Cecco Whole Wheat Pasta**

[amazon.com](https://www.amazon.com)

SHOP NOW

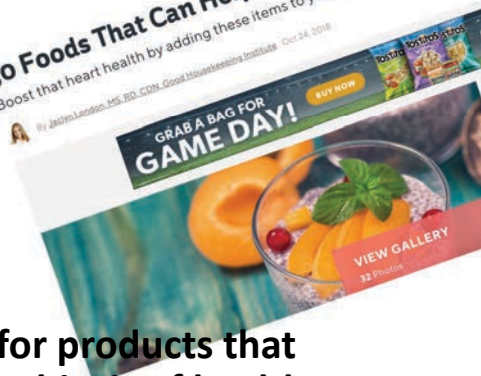


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# USEFUL

**30 Foods That Can Help Lower Your Cholesterol**  
Boost that heart health by adding these items to your grocery list.  
By Jaclyn London, M.S., R.D., CDE, Good Housekeeping Institute | Oct 24, 2018



- Advocate for products that achieve symbiosis of health and convenience by distinguishing them from competitors at grocery
- Helps shoppers navigate the constantly evolving and often overwhelming landscape at grocery stores
- Brings clarity and trust back into the grocery aisles and
- De-mystify marketing claims on food packaging

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BEST OF THE TEST

# SNACKS!

Who doesn't love a bag of salty, crunchy, crispy satisfaction? But don't graze without guidance! There's a ton of ultra-processed, calorie-laden junk out there, so the GH Institute taste-tested for the absolute yummiest options that met our rigorous nutritional standards

by JACLYN LONDON, M.S., R.D.

→  
Beanfields  
Bean & Rice  
Chips in Pico  
de Gallo

## CHIPS



**TOP ALL-AROUND TORTILLA SNACK**  
**Simply Tostitos Black Bean Chips**  
This bean-based take on the usual corn tortilla chip was deemed "so good, it doesn't need dip!" by one Lab tester. Another raved, "It's just like refried beans — yum!"  
140 cal per oz.



**MOST ADDICTIVE**  
**Terra's Exotic Harvest Blend**  
"Delicious" and "slightly sweet," said multiple Lab testers, who also adored the bright colors of the "real veggies" in this new blend.  
**LAB LOWDOWN:** An ounce serves up 25% of the recommended daily value for vitamin A.  
130 cal per oz.



**BEST CHIPS WITH BUILT-IN DIP**  
**Beanfields Bean & Rice Chips in Pico de Gallo**  
The "powerful flavor" of these salsa-infused munchies was a hit with panelists, who agreed "It's like salsa's already on them!"  
**LAB LOWDOWN:** We love the 5 g of protein and filling fiber.  
140 cal per oz.



**SWEETEST SURPRISE**  
**Artisan Tropic Cinnamon Plantain Chips**  
Many in our Lab were thrilled with the "dessert-like" flavor of this South American-style treat.  
**LAB LOWDOWN:** Just a serving of these tropical chips delivers 40% of your daily value for fiber.  
210 cal per 1.5 oz.

Photographs by Mike Garten

**SNACK TRAP:** One trend to skip: potato chips with "superfood" powder (e.g., kale) or oil (coconut, avocado). These ingredients offer no added health benefits.

## GH HEALTHY SNACK CHECKLIST

Look for nibbles that have:

- ✓ A real food (such as 100% whole-grain wheat, banana or sweet potato) as the first ingredient
- ✓ About 200 cals, at least 3 g each of protein and fiber and 230 mg or less of sodium per serving
- ✓ 6 g or less added sugar, 2 g or less saturated fat per serving

# SIMPLE

“Almost 40 percent of Millennials surveyed by Mintel for 2015 year-end report said **cereal** was an inconvenient breakfast choice because they had to clean up after eating it.” – *The New York Times*

**YOUR BODY**

**DIET KEY**

- GLUTEN-FREE
- DAIRY-FREE
- NUT-FREE
- VEGAN

**BEST OF THE TEST**

**NO-COOK HEALTHY BREAKFASTS**

BY JACLYN LONDON, M.S., R.D. - PHOTOGRAPHS BY JON PATERSON

**Rrrring!** The alarm goes off, and *wham!* You're racing to get yourself (and the kids) dressed, fed and out the door. Need an assist with the "fed" part? The Good Housekeeping Institute recruited 132 volunteers to taste-test 97 dietitian-approved grab-and-go options. **And the winners are...**

**BEST OF THE TEST MICROWAVE**

Mash these in the freezer and make 'em firm again, but small. Each is less than 150 calories with at least 3 g of fiber. Entrees and eggs also pack 8 g of protein or more.

**MUFFINS**

**BEST BANG FOR YOUR BITE**

**Garden Likes Chocolate Muffins**

Zucchini is the first ingredient, but you'd never know it. Testers were blown away by the "decadent" and "rich" cocoa flavor.

Just as addictive: the Banana Chocolate Chip version. Ingredients, one panelist said, "They're too good to be healthy!" (Both pack a walloping 20% of your Daily Value for fiber.) 120 calories per muffin.

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## 27 No-Cook Breakfasts That Are Healthy, Too!

Get your morning off to a delicious (and satisfying!) start with these grab-and-go winners



By Jaclyn London, M.S., R.D., CDN, Good Housekeeping Institute | Mar 23, 2015

558

Ad Raymond James

Mental Accounting: Let Go TAKE OUR QUIZ

**VIEW GALLERY**  
27 Photos

Discover ex insights

DR. ROBI



Evolution of nutrition research provides the foundation; trends and context provide the framework of storytelling.

ACCESSIBILITY

LIFESTYLE

YOUR BODY snack report



JACLYN LONDON, M.S., R.D.  
GH NUTRITION DIRECTOR  
@jaclynlondonRD

CHIP CLAIMS DECODED

Some of what you see on the bag is mere marketing fluff. Choose the best-for-you bite—and avoid wack snacks.

**"40% LESS FAT"**  
Chips making this claim may have just as much heart-unhealthy saturated fat as regular ones or be more processed. Go for "kettle-cooked" or

SNACKDOWN!

WHICH IS BETTER?

Our picks to get you through your must-munch moments

**BETTER: CORN NUTS**  
They're both made from corn, oil and salt, but corn nuts are often roasted instead of deep-fried, making them lower in total fat. Neither is high in sodium (140 mg per standard serving for unflavored versions).

**BETTER: IT'S A DRAW**  
Fruit snacks may seem healthier, but they've often got the same amount of sugar as candy. Bottom line: They're both treats. Eat real fruit for vitamins, fiber and all that good stuff.

nutrition update

YOUR BODY health smarts

ASK JACKIE  
Jaclyn London, M.S., R.D.  
GH Nutrition Director  
@jaclynr

GH NUTRITION LAB

which is better?  
**BOARDWALK TREATS**  
Sometimes you just want a yummy, festive treat. While none of these are health food, here's the better choice—and enjoy it!

which is better?  
**ALL FOOD FACE-OFF**  
While all these treats are delicious, some have more nutritional value than others. Below, your best picks for leaf-peeping season.

**better: CANDIED SWEET POTATOES**  
A helping has more of the veggies than a slice of pie—and more vitamins, minerals and fiber. (But count it as a sweet, not a side!)

**better: SWEET POTATO PIE**

**better: CANDIED POTATOES**  
Both are deep-fried, but the potatoes are lower in calories, saturated fat and sodium.

**better: SOFT-SERVE**  
The snow cone is sugar (no nutritional value); the ice cream has up to 5 g of protein, plus calcium—and at under 200 cal, it's more satisfying.

**better: MUFFIN**  
While often higher in sugar, muffins still have less saturated fat and total calories than buttery scones.

**better: CRANBERRY MUFFIN**  
vs. CRANBERRY Scone

**better: PUMPKIN SPICE LATTE**  
vs. PUMPKIN-FLAVORED COFFEE

**better: PUMPKIN COFFEE**  
When the flavor is added to the beans, there's no sugar or cream calories. Be sure to check labels for 10 g sugar- and salt-flavored syrups.

**better: HAMBURGER**  
- in saturated fat—and 'in extra fat—meat 's hot 'ked

**better: GELATO**  
The Italian version has a dense, satisfying texture, but because it's made with more milk than cream, it contains less fat.

**better: SALTED-CARAMEL ICE CREAM**  
vs. SALTED-CARAMEL GELATO

**better: HOT APPLE CIDER**  
vs. APPLE CIDER DONUT

**better: CIDER DONUT**  
A mug of cider can have up to 60 g of sugar (more than a can of cola), but it's as satisfying as a donut, which has about 20 g of sugar.

JOIN THE PUMPKIN-PALOOZA! FOR MORE TRIED & TESTED PUMPKIN SPICE PICKS, VISIT [GOODHOUSEKEEPING.COM/PUMPKINSPICE](http://GOODHOUSEKEEPING.COM/PUMPKINSPICE)

# Health & Convenience Challenges: The Whole Grains Knowledge Gap

## Mixed media messaging

- "Fake" nutrition news

## Dearth of touch points for consumers

- Articles -- > point of sale -- > consumer engagement action

## Dining out vs. meals at home

- Perception of choosing health over taste

## "Patterns" vs. "portions"

- Evolving the health conversation from "cut," "restrict," "eliminate," "low," to "eat more..."

**High-performing "whole-grains" stories on goodhousekeeping.com:**

1. [Best Healthy Whole Grains](#)
2. [Best Healthy Cereal](#)
3. [Best Sprouted Grain Bread](#)
4. [Health Benefits of Oatmeal](#)
5. [Accessible Ancient Grains to Try Right Now](#)

**Top performing nutrition story to-date on goodhousekeeping.com:**

Search results for "keto diet" showing:

- Result 1: "What Is the Keto Diet? - Why You Should Think Twice Before Trying This Extreme Dieting..." from Good Housekeeping, 16 hours ago.
- Result 2: "The beginner's guide to the ketogenic diet" from Well+Good, 1 day ago.
- Result 3: "Keto Weight-Loss Transformation | POPSUGAR Fitness Australia" from POPSUGAR Health and ... , 17 hours ago.

Below the search results, a red circle highlights the following result:

**What is the Ketogenic Diet? A Comprehensive Beginner's Guide**  
<https://www.ruled.me/guide-keto-diet/>

A keto diet is a low-carb diet that produces ketones in the liver to be used as energy. It's referred to as many different names – **ketogenic diet**, low carb diet, low carb high fat (LCHF), etc. When you eat something high in carbs, your body will produce glucose and insulin. Glucose is the easiest ...

30 Day Ketogenic Diet Plan · Keto Diet: Cost Breakdowns of ... · Keto Calculator

**The Ketogenic Diet: A Beginner's Guide to Keto**  
<https://ketodash.com/ketogenic-diet/>

Understanding the Keto Diet. The **ketogenic diet** is a low carb, moderate protein, and high fat diet which puts the body into a metabolic state known as ketosis. When your body is in a state of ketosis, the liver produces ketones which become the main energy source for the body. The **ketogenic diet** is also referred to as keto ...

What Do I Eat on a Keto Diet? · Keto Macros · Getting Started With Keto

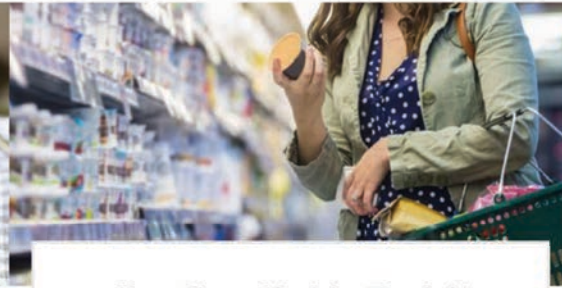
**What Is the Keto Diet? - Why You Should Think Twice Before Trying ...**  
[www.goodhousekeeping.com/health/diet-nutrition/a47695/what-is-the-keto-diet/](http://www.goodhousekeeping.com/health/diet-nutrition/a47695/what-is-the-keto-diet/)  
 16 hours ago - That's because my first intro to this seemingly new plan was when I worked in a hospital, where **ketogenic diets** were specifically used as a medical nutrition therapy for pediatric patients with seizure disorders, for whom medication was no longer effective. In other words: It was used as an absolute last resort ...



# Inside the Nutrition Lab



Is Pasta Healthy to Eat?



25 Best Cheap Healthy Foods You Can Buy



11 RD-Approved Snacks



Translation of scientific findings into tangible, actionable strategies

- Health communication needs a “how” component
- Time-saving
- Cost-saving
- Life-simplifying

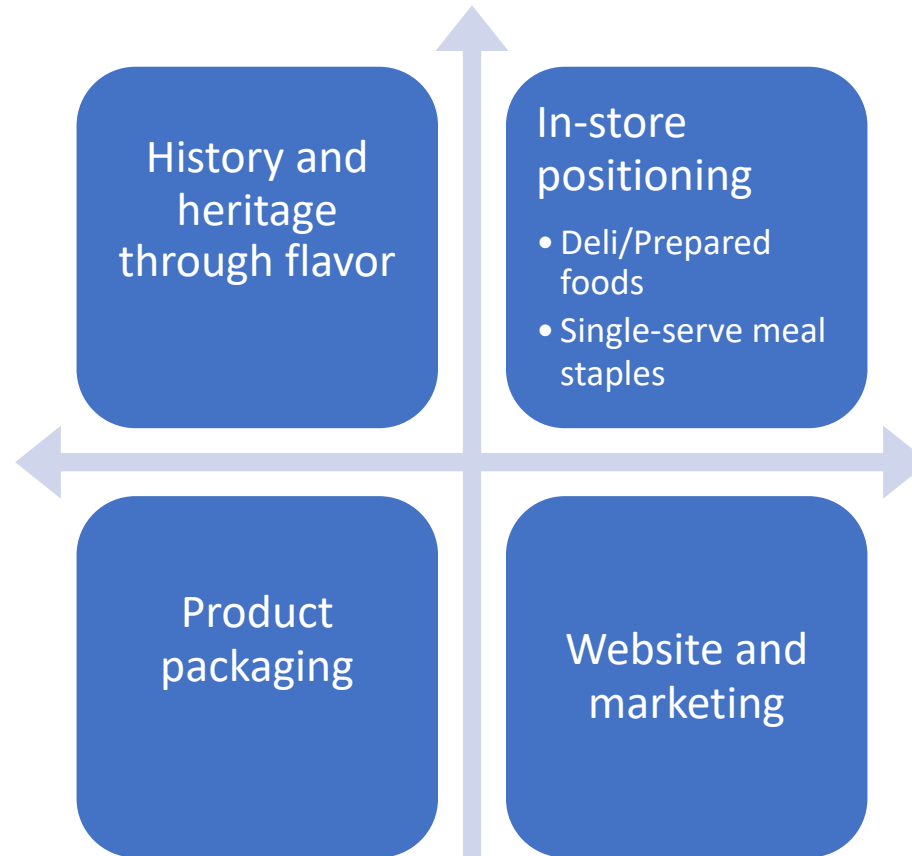


Actionable strategies to apply learned knowledge means speaking directly to consumers about:

- *What to do* with ingredients
- *When to eat* *what* foods
- Occasions determine food choices, not taste or hunger

Story-telling through context

# Leveraging Experiential Learning Opportunities Through Communication





**QUESTIONS**



# Thank you!

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