

PROFESSIONAL DEVELOPMENT

Nutrition Communications

- Simply Speaking: Public Speaking Training for Health Professionals
- Simply Speaking: Communications Training for Health Professionals
- Your Audience is King: Connecting to Communicate
- Shiny or Dull? Polish Your Presentation Skills
- A Beginner's Guide to a Great Media Interview
- A Motivational Interviewing Report Card: Techniques Professionals Can Use When Counseling for Behavioral Change
- Calling All Food and Nutrition Bloggers: Stay in the Game
- Using Social Media to Spread *YOUR* Nutrition Message
- Creating Meaningful Media Messages: Nutrition on TV
- Food Photography for Smart Phones: Tips and Tricks for Making Your Food Photos Shine
- Creating Meaningful Media Messages: Inspire Consumers, Advance Your Career, and Make Nutritious Delicious**
- Your Writing Can Make You or Break You**
- Answering Difficult Questions**
- No Sweat Speaking**
- Consistent Communications for the Media*
- Nutrition in the News: Science Fact or Science Fiction
- FRESH Delivery, Effective strategies to help you take the stage with confidence**

Nutritional Epidemiology

- Nutritional Epidemiology: Are We Overstating the Evidence?
- Nutrition Detective: An Epidemiologist's Investigation Into Diet and Chronic Disease
- Meta-Analyses: How to Judge the Evidence
- Understanding Studies of Dietary Factors and Disease
- Evidence mapping: how to systematically evaluate a body of literature
- Examine the Evidence: Making Sense of the Science

Leadership in Dietetics Practice

- Nutrition Authority: Securing Our Future
- Is It Time to Reinvent the Wheel?
- Creating a Brand that Rocks: Succeeding in Today's Competitive Nutrition World
- Training Future RD's: Techniques, Tidbits, and Tales
- Nutrition and Agriculture: A Growing Opportunity for RDNs
- Creating Cultural Competence: From Organization to Individual Leadership
- The Road Less Traveled and How to Get There
- Using Social Media to Advance Your Career**
- YOU Uncorked: The Recipe for a Delicious Life
- Leadership: Advocating for Ourselves and Our Profession
- Living Your Vision**
- "Me Do it Myself!" Make Teamwork Your Friend, Not Your Foe**
- Promoting Professionalism**

*****New or Updated Topic***

SPEAKERS AVAILABLE FOR THE CATEGORY:

- Toby Amidor, MS, RD, CDN
- Dominik Alexander, PhD, MSPH
- Sarah-Jane Bedwell, RD, LDN
- Felicia Busch, MPH, RD, LN, FADA
- Melissa Joy Dobbins, MS, RD, CDE
- Sue Finn, PhD, RD, FADA
- Laurie Forster
- Gail Frank, DrPH, RD, CHES
- Barbara Mayfield, MS, RD
- Bridget Swinney, MS, RD, LD
- Liz Weiss, MS, RD
- Neva Cochran, MS, RDN, LD, FAND
- Judy Barbe, MS, RDN

Nutrition Communications

Simply Speaking: Public Speaking Training for Health Professionals

"The mind is a wonderful thing. It starts working the minute you're born and never stops until you get up to speak in public." - Anonymous

Our professional lives are filled with occasions to inform, educate and persuade our peers, clients and the public through public speaking. Platform and speaking-on-our-feet opportunities fill our lives. Yet many decline to do so - 75% of Americans report having a fear of public speaking, beating out fear of spiders, fear of the dark, and even fear of death. Avoid your audiences' eyes glazing over "as their minds can absorb only what their seats can endure" while you inform, educate and persuade with your valuable information. The session is developed to help fine tune communications skills and develop effective speakers on both general and challenging health and nutrition speech communications. Participants learn to assess audiences, convey key messages and discuss both general and controversial issues with credibility and poise, comfort and impact.

Objectives:

- Articulate the essential components of effective platform speech development: built upon a foundation of organization and structure, content and delivery, tone, diction, and timing.
- Assess, master and apply interactive audience techniques to connect with diverse audiences, hold their interest, and enhance their learning.
- Craft and convey effective positive messages – simple, clear and concise - designed to get people to act or think differently.

Possible Learning Needs Codes: 1000, 6000, 7000

Simply Speaking: Communications Training for Health Professionals

Reality check – While some nutrition professionals are attaining the media starlight, not all of us want or can use media to communicate nutrition messages. However, platform and public-speaking-on-our-feet opportunities already fill our professional lives. But sometimes audiences' eyes glaze over "as their minds can absorb only what their seats can endure" while you inform, educate and persuade with your valuable information. Learn to apply your unique personal characteristics along with a multitude of interactive techniques to connect with audiences, hold interest, and retain learning. Learn to present with credibility and poise, style and impact.

Possible Learning Needs Codes: 1000, 6000, 7000

Your Audience is King: Connecting to Communicate

If you want your audience to listen to what you have to say, listen to them. Discover how a needs assessment allows you to tailor your message to your audience. Learn how to connect with audiences and communicate in ways they can understand and apply. This session will review principles of cultural sensitivity as well as how to relate to various ages and generations.

Possible Learning Needs Codes: 1040, 3020, 4120, 6060, 7050

Shiny or Dull? Polish Your Presentation Skills

What is holding you back from being a presenter who inspires, educates, and motivates? Do you hesitate to even take the stage? This session can be tailored to meet your needs and cover the aspects of effective public speaking you need. Learn how to overcome stage fright, connect with your audience, make your message memorable, optimize your verbal and nonverbal communication skills, and more.

Possible Learning Needs Codes: 1130, 1120

A Beginner's Guide to a Great Media Interview

Want to reach thousands of people with your message in just a few minutes? Say “yes” when your local television station calls for an interview. Or, better yet, call them when you have a story to tell. This session will cover the basics of working with your local media, preparing for an interview, and mastering essential interviewing techniques. Get your point across with confidence, build a positive image for yourself and your business, and make an impact with more people than you can reach in your “regular job” in years.

Possible Learning Needs Codes: 1090, 6070

Motivational Interviewing Report Card: Techniques Professionals Can Use When Counseling for Behavioral Change

The session discusses and includes the practice of key “Motivational Interviewing Techniques” and how health professionals can structure counseling sessions for improved behavioral change of clients and patients.

Possible Learning Needs Codes: 1000, 1130, 1140, 6000, 6080, 7000

Calling All Food and Nutrition Bloggers: Stay in the Game

Blogging has become a phenomenon and health professionals must be at the forefront of this popular and evolving way of disseminating nutrition information. This session is for both new and existing food and nutrition bloggers to help fine tune their skills from development to publication. The presenter will discuss the inner workings of successful blogging and share experiences from FoodNetwork.com Healthy Eats blog and US News Eat + Run blog.

Possible Learning Needs Codes: 1020, 1140, 8060

Using Social Media to Spread YOUR Nutrition Message

The world of social media can be overwhelming, but using it is a must in today's world. Learn the most effective ways to get your nutrition message to your target audience and make you or your brand shine via various social media outlets.

Possible Learning Needs Codes: 1020, 1140, 7120

Creating Meaningful Media Messages: Nutrition on TV

TV segments are a great tool RDs can use to spread meaningful nutrition messages to a large audience as well as advance their career. In this session, RDs will not just learn how to land a TV segment, but how to make their segment shine by paying attention to every detail from food styling to translating evidenced-based information into consumer-friendly sound bites. This session will also equip the media RD with research on the types of messages that consumers are most likely to respond too as well as strategies for answering loaded questions during a TV interview.

Possible Learning Needs Codes: 1000, 1090, 1130, 7070, 8080

FOOD PHOTOGRAPHY FOR SMART PHONES: Tips and Tricks for Making Your Food Photos Shine

Designed for food and nutrition bloggers as well as dietitians who use print/online newsletters, Facebook, Twitter, or Pinterest to educate consumers, this hands-on workshop and/or lecture provides instruction for taking delicious and nutritious smart phone food photographs and for sharing them via social media networks. The session emphasizes natural light, basic composition guidelines, styling techniques, and simple post-production editing. Participants should bring their own smart phone.

Possible Learning Needs Codes: 1020, 1100, 1140, 7120

Creating Meaningful Media Messages: Inspire Consumers, Advance Your Career, and Make Nutritious Delicious**

The media, whether social or traditional, is a great tool RDs can use to spread meaningful nutrition messages to a large audience as well as advance their career. In this session, RDs will not just learn how to pitch to the media, but how to create their own media presence by paying attention to every detail from food styling to translating evidenced-based information into consumer-friendly sound bites. This session will also equip the media RD with research on the types of messages that consumers are most likely to respond too as well as strategies for developing a both large and quality following for their social media and blogging platforms.

Learning Needs Codes: 1000, 1090, 1130, 7070, 8080, 4100, 7120, 1140 (Level 2 presentation)

Objectives:

After this presentation, attendees will be able to:

- Identify key strategies for pitching and preparing a memorable media appearance
- Define best practices of prop and food styling, on-set communications and camera presence.
- Identify key steps to position themselves as the consistent go-to nutrition expert in their desired media market.
- Identify 4 Key Elements of a Successful Blog.
- Describe their personal social media mission and strategy.

Format:

- 3-hour interactive presentation including time for audience questions
- Power point will be used and the audience will have the opportunity to participate in activities throughout the presentation.

Your Writing Can Make You or Break You**

Communicating clearly in writing is essential to accomplishing nearly any professional endeavor from job applications, proposals, blogs, journal articles, inner-office memos, and even chart notes and reports. What are the critical elements of good writing? Does your writing measure up? Learn some tricks of the trade to improve your writing.

Possible Learning Needs Codes: 1140, 1100, 6050

Answering Difficult Questions**

Are you inundated with consumer questions that stem from confusion or controversies surrounding nutrition topics? How do you respond with respect, answering both the question itself as well as the “question behind the question,” addressing bigger concerns and issues the seeker may not express. How do you help consumers understand nutrition science and put nutrition information into context? Learn and practice effective strategies to answer your most challenging questions.

Possible Learning Needs Codes: 6070, 9020, 1000, 2000

No Sweat Speaking**

Delivering a great presentation is an excellent way to let others know you are the Expert they might want to hire and would be comfortable referring. If you want to advance your career or build your business now is the time to develop the skills and confidence to capture those opportunities! Learn how props, music, polling, and many other techniques can make you more comfortable when you are in the spotlight.

Possible Learning Needs Codes: 6070, 9020, 1000, 2000

Consistent Communications for the Media**

Congratulations! Your PR efforts have paid off and you've landed an interview with a reporter. It's important to realize that, unlike work, where you call the shots, someone else will control the interview. In order to succeed, you'll want to prepare accordingly. Learn how to prepare your strategy depending on the type of interview, the importance of providing background and ways to capitalize on your nervous energy! We'll explore working with all types of media – print, electronic and social.

Possible Learning Needs Codes: 6070, 9020, 1000, 2000

Nutrition in the News: Science Fact or Science Fiction**

Nutrition, and the science behind it, seems to be getting more complicated from farm to fork. People are hungrier than ever for realistic options that empower them to make healthier choices, while bringing back the enjoyment of food. Registered Dietitians are uniquely qualified to help people separate science fiction from science fact and come away with meaningful steps toward better health. This session provides some food for thought about challenges and solutions for RD communicators to help the people digest food and nutrition information and make their own, well-informed decisions based on facts, not fear.

Possible Learning Needs Codes: 1000, 9000

FRESH Delivery, Effective strategies to help you take the stage with confidence

Effectively communicating knowledge and expertise is one of the most important things a health professional can do to promote his or her organization, profession and self.

In a clinic, gym, grocery store, or conference, health professionals deliver information through presentations. However, many struggle when they speak - they lack focus, have unreadable slides, or are uncomfortable in the speaking space. This skill-building session will help attendees take the stage with confidence and transform the way they prepare and deliver presentations so that they take the stage with confidence.

With FRESH techniques, participants will learn to :

- FOCUS your message so that your audience is clear on what you're talking about.
- REHEARSE on your feet, out loud, so that you take the stage with confidence.
- EXPRESS yourself authentically and with energy so that you engage your audience.
- SPRINKLE in anecdotes, stories, and tips so that your key messages come alive.
- HAND your audience a solution so that you inspire action.

Possible Learning Needs Codes: 6070, 9020, 1000, 2000

Nutritional Epidemiology

Nutritional Epidemiology: Are We Overstating the Evidence?

Reviews of the scientific literature serve many purposes: they conveniently summarize and synthesize available studies, keep readers up to date with rapidly expanding and evolving research topics, and, perhaps most importantly, guide scientific research agendas and medical and public health decision making. There are numerous methodological and analytical characteristics and considerations intrinsic to the field of nutritional epidemiology that are either not considered or lack appropriate emphasis in existing general guidelines. This presentation discusses a standardized protocol when conducting and interpreting systematic reviews in nutritional epidemiology. This presentation may have utilization and implications for RDs, other researchers, scientific groups and committees, journal editors and peer reviewers.

Possible Learning Needs Codes: 1000, 9000

Nutrition Detective: An Epidemiologist's Investigation into Diet and Chronic Disease

The discipline of nutritional epidemiology, especially as it relates to mortality, cancer, and other chronic diseases, is faced with a multifarious set of challenges to understand the relationship between dietary factors and disease outcomes. Perhaps more specifically, researchers and scientists who attempt to examine the complex interplay between dietary factors and health endpoints are faced with the challenge of interpreting nutritional epidemiology data and possibly applying data from such studies to public health recommendations and interventions. Unfortunately, findings and data from nutritional epidemiologic studies do not easily lend themselves to “pragmatic” utilization of public health practice. This presentation provides the viewer with a better understanding of interpreting findings from nutritional epidemiology studies, with the goal of giving RDs an enhanced methodological skillset to critically appraise the epidemiologic literature.

Possible Learning Needs Codes: 1000, 3000, 4000, 9000

Meta-Analyses: How to Judge the Evidence

Meta-analyses are being conducted and published with increased frequency in the medical and scientific literature. However, the methodological and analytical rigor of conducting meta-analyses is highly variable between researchers. This is problematic as many governing bodies rely upon meta-analysis results to form public health policy and recommendations. This presentation discusses the appropriate methodology for conducting meta-analyses with an emphasis on “how to interpret findings from meta-analyses.” Note: this presentation is directed towards nutritional epidemiology.

Possible Learning Needs Codes: 1000, 3000, 4000, 9000

Understanding Studies of Dietary Factors and Disease [Sometimes "The Nutrition Detective: An Epidemiologist's Investigation Into Diet and Disease"]

Interpreting epidemiologic studies of various exposures and disease outcomes is complex because it involves many methodological issues and sources of uncertainty. Indeed, anyone who tries to make scientific sense about the relationship between exposures and disease is faced with difficult problems of interpretation that arise from a combination of deep complexity and the well-known limitations of observational studies. The resulting uncertainty makes reliable scientific interpretation an even greater challenge for epidemiologists themselves, public health officials, regulators, and litigators among others. Who, after all, is not aware of the “on again, off again” feature of specific recommendations that seem to emerge every week from the media’s interpretation of the latest epidemiology study? The communication of scientific information is of fundamental importance to effectively evaluate current standards of practice, inform public health policy, regulatory, political, legal, and ethical guidelines. However, the accurate and objective dissemination of scientific information is often compromised by numerous factors, such as researcher bias, methodological limitations, a lack of scientific knowledge, and fraudulent reporting of research findings, among other things. Thus, the objective of this talk is to highlight the relevant features of conducting and interpreting epidemiologic studies, including the role of bias and confounding.

Possible Learning Needs Codes: 1000, 3000, 4000, 9000

Evidence Mapping: How to Systematically Evaluate a Body of Literature

Evidence maps are a relatively new method for identifying, organizing, and summarizing scientific evidence on a broad topic. Evidence maps aim to systematically examine the extent and range of research activity, including scientific studies and reviews. This structured approach begins with a broad question used to guide the development of the evidence map. As such, evidence maps provide a foundation for other research synthesis methods; they display the existing research landscape that can

subsequently be used to plan narrower, more focused questions posed by systematic reviews and meta-analyses.

Possible Learning Needs Codes: 1000, 3000, 4000, 9000

Examine the Evidence: Making Sense of the Science

How often have you heard these complaints, “Why do scientists keep changing their minds? Who can you trust for accurate information about diets and nutrition?” This session will help you answer these questions and understand the evolving nature of scientific inquiry. Be prepared to examine the evidence and put findings into context so you can help others understand nutrition research. You will also learn how to evaluate sources of nutrition information on the Internet and separate the questionable from the credible.

Possible Learning Needs Codes: 1000, 3000, 4000, 9000

Leadership in Dietetics Practice

Nutrition Authority: Securing Our Future

With nutrition information flooding the marketplace, how do registered dietitians rise above the noise as consumers’ go-to source for truthful, understandable and practical nutrition guidance?

Possible Learning Needs Codes: 1000, 6000, 7000

Is It Time to Reinvent the Wheel?

Are you burned out? Then it’s time to reinvent yourself and your job. Renew your perspective and motivation to become a change agent in the lives of your clients by focusing your service, counseling and education in ways that empower people to solve problems, meet their goals and achieve lifelong behavior change.

Possible Learning Needs Codes: 1000, 6000, 7000

Creating a Brand that Rocks: Succeeding in Today’s Competitive Nutrition World

Branding your nutrition business does not have to be expensive or difficult to do. Branding is essentially the heart and soul of any organization. It stands for something beyond the products and services that an individual, organization, agency or business offers. A successful and powerful brand stands is something that the consumer can trust and depend on. Explore what branding means for your job – wherever you work or volunteer!

At the end of this session, participants will be able to:

- Discuss how brand assets, features and benefits can be used to build trust with clients and customers.
- Describe the features of a brand platform.
- Identify at least three strategies to build a strong nutrition brand.

Possible Learning Needs Codes: 1000, 6000, 7000

Training Future RDs: Techniques, Tidbits and Tales *Or* Are you Walking the Walk or Just Sitting Down?

Provides a contemporary approach to training students to work in various community, clinical, food service and entrepreneurial settings. The session will detail what best assists facilities, students and interns alike to provide the professional for the future. A focus on millennials gives current managers and preceptor’s insight to ease communication and training challenges. With >300 RD graduates, Gail Frank has walked the walk and is still standing!

Possible Learning Needs Codes: 1000, 6000, 7000

Nutrition and Agriculture: A Growing Opportunity for RDNs

With debate over livestock health, crop management and sustainability continuing to gain traction, RDNs must be fully informed on these issues and ready to analyze their impact on nutritional health.

Possible Learning Needs Codes: 1000, 6000, 7000

Creating Cultural Competence: From Organization to Individual Leadership

The session illustrates ways nutrition professionals can improve their skills *and* their organization's skills in their ability to address cultural competence.

Possible Learning Needs Codes: 1000, 6000, 7000

The Road Less Traveled and How to Get There

Do you dream of another job but are not sure how to get there? This session will help identify the skills necessary to have your dream job. This session will highlight other successful Academy members and how they got there as well as include time for hands-on goal setting.

Possible Learning Needs Codes: 1000, 6000, 7000

Using Social Media to Advance Your Career**

Every RD should have a strategy when it comes to social media, and in this session, Using Social Media to Advance Your Career, I will share my story of how editors from SELF magazine discovered me through twitter and I eventually became SELF's official nutrition blogger with a blog that gets almost 70,000 hits per week. I will help RDs develop a social media strategy to not only educate consumers, but also to advance their career.

Possible Learning Needs Codes: 1090, 4100, 7070, 7120, 1130, 1140

YOU Uncorked: The Recipe for a Delicious Life

On her journey from software sales executive to award-winning sommelier, the speaker has learned many Lessons from the Grape. These lessons form the ingredients that are used in her recipe for a delicious life. Make this your finest vintage ever...You'll learn, laugh and get inspired!

Possible Learning Needs Codes: 1000, 6000, 7000

Leadership: Advocating for Ourselves and Our Profession

Leadership in the dietetics profession is essential to gain the recognition, respect and compensation we deserve. Leadership is a skill that can be learned and put into action. Leaders are born AND made. This presentation identifies opportunities to take a leadership role in the dietetics profession, explains how advocating for the profession can benefit both members and the profession and highlights ways to become more involved professionally.

Possible Learning Needs Codes: 1000, 6000, 7000

Living Your Vision**

You entered your profession because you wanted to make a difference in people's lives. Along the way work became routine or frustrating and your passion fizzled. Perhaps the busyness of life became overwhelming. You feel like you need to become your own therapist. You can. Dream again, define your goals, be intentional about doing something you believe in. Make each moment matter rather than living for the weekend, vacation, or retirement.

Possible Learning Needs Codes: 1120, 6020, 6080, 7180

“ME DO IT MYSELF!!” Make Teamwork Your Friend, Not Your Foe**

Have you ever found yourself in a lonely place because you’re trying to be a solo act when working with others is the way to go? Have you gotten burned working in teams? Explore why we resist working in teams and why we need to outgrow our “me-isms.” Learn why successful teamwork is the only means to maximize our potential and influence. Allow others to do their part, achieve a collaborative spirit, and celebrate the benefits.

Possible Learning Needs Codes: 1000, 7020, 7200

Promoting Professionalism**

Whether you are preparing graduates or interns for the workplace, or are the supervisor of new employees, you are promoting professionalism, or regretting the lack thereof. What is professionalism? How can it be cultivated and encouraged? Discover successful approaches and determine how you can successfully bring professionalism to your school or workplace.

Possible Learning Needs Codes: 1010, 1070, 6080

****New or Updated Topic**