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Contributing author:

Chapter 14: “Effective Communication is Tailored for the Target Culture”

How do you get kids, and kids of all ages, interested in developing healthy eating habits? Dani is the founder of Experience Delicious, a company dedicated to growing adventurous eaters through food discovery and exploration. Dani pursues this goal through educating about food literacy by telling the story of food from farm to fork and inspiring agricultural stewardship. She is the author of “Where Do Bananas Come From? A Book of Fruits” and “Where Does Broccoli Come From? A Book of Vegetables.” These are the first books in a series designed to promote active learning, sensory experiences, and positive engagement with food to cultivate an environment that empowers children to experiment with new cuisine in a pressure-free environment. In conjunction with the books, Dani develops curricula for teachers as well as activity books and other resources to make food fun.

What led you to contribute your time and expertise to writing *Communicating Nutrition*?

As a Registered Dietitian Nutritionist with a master’s degree in health communications, I am fascinated by the intersection of science and education. I have devoted over 14 years to translating complex, jargon-filled, research into actionable, realistic tools to help people of all ages live better. While having the knowledge needed to be a successful practitioner is important, the message and vehicle for effective communication is how your impact can truly be measured. I wish I had access to a resource such as this book while I was training to become a nutrition professional and I know it will be an invaluable tool to practitioners to come.

What is the impact you hope this book, and specifically the portion you helped write, has on the profession of nutrition and dietetics?

I hope this book fosters a profound understanding that it is not just what you know about a specific nutrition topic or what you are discussing, rather, it is understanding your audience and how to best connect and communicate with them that will determine your effectiveness and impact.

What is one piece of advice you would like to share with current and future nutrition communicators?

Before you start planning your counseling session, creating a presentation, or writing your first book, pause for a moment to create a clear picture of who your audience avatar is going to be. Think about not only their demographics but also the outlets they receive information and who their trusted resources are – you will be one step ahead for creating the best resources possible as you will meet their need before they know what they need.

Connect with Dani:

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