

Your Journey to Communication Excellence

The nutrition professional's guide to communicating with greater competence and confidence

Your journey to excellence begins with assessing where you are now and determining where you want to go. Everyone will have unique starting points, destinations, and routes.

Making progress on your journey is as easy as A, B, C:

A

Assess your starting point by completing a self-assessment of your communication knowledge and skills.

Where am I skilled, and where do I have room to grow?

B

Begin with your goal in mind by determining your desired destination.

Where and how do I want to improve?

C

Chart your course by mapping the actions that will move you from A to B. Learn by using *Communicating Nutrition: The Authoritative Guide*, then select a practical application to put your knowledge to work and to practice your skills.

What's my growth plan?

Repeat A, B, and C for continued learning and growth!



A Assess your starting point

*Where am I skilled, and where
do I have room to grow?*

Use the self-assessment tool on the following page to consider your current level of knowledge and skills in key areas that are important for excellence in nutrition communication.

For each area listed in the table, select which of the five descriptions below best matches your current level of knowledge and skill. Check the box corresponding to that descriptor. The list below provides a little detail about each one.

1. Absent or limited

- Little or no experience, have not studied or been taught about this area
- Similar to the precontemplation stage in the Transtheoretical Model

2. Interested but hesitant

- Some degree of interest, concerned about ability to learn or practice
- Similar to the contemplation stage in the Transtheoretical Model

3. Emerging and seeking practice

- Starting to learn about this area, seeking more information and opportunities
- Similar to the preparation stage in the Transtheoretical Model

4. Growing with frequent practice

- Learning, practicing and improving, desiring to achieve more
- Similar to the action stage in the Transtheoretical Model

5. Proficient or expert

- Considered an area of expertise, able to teach others
- Similar to the maintenance stage in the Transtheoretical Model

Assessment of Nutrition Communication Knowledge and Skills

1. Absent or limited
2. Interested but hesitant
3. Emerging and seeking practice
4. Growing with frequent practice
5. Proficient or expert

I consider my level of knowledge and skill needed to...	Is...				
	1	2	3	4	5
access, read, interpret, translate, and reference scientific evidence.					
assess an audience and tailor communication accounting for audience characteristics, needs, beliefs, and behaviors.					
craft messages to achieve desired outcomes.					
design and deliver effective presentations that successfully engage the audience and utilize visual aids.					
create written communication for targeted audiences via a variety of "print" channels.					
create video for targeted audiences.					
communicate using food in demonstrations or food photography.					
effectively communicate via social media channels.					
interview or be interviewed via television, video, podcast, radio, or other media channels.					
plan, moderate, market, and evaluate nutrition communication programs, messages, and events.					
demonstrate professionalism and integrity.					
demonstrate empathy, enthusiasm, curiosity, and a commitment to continual improvement.					
Optional: Add below an area not listed above, such as creating online education, conducting meetings, writing grant proposals, writing scientific journal articles, or writing books.					

B Begin with Your Goal in Mind

*Where and how do I want
to improve this season?*

Prioritize up to three areas listed in your self-assessment where you have the greatest interest or need to improve your knowledge or skill. These can include areas that may require a small or large increase in knowledge or skill. Base your choices on what you need to learn and practice most and on what interests you most. To the right of each area selected, describe your destination. What would achieving excellence in that area look like for you?

Areas selected
to improve my
knowledge and skills

Excellence in this area will ...

Before progressing to step C: Chart Your Course, select one area to tackle first. This might be the one that will help you with an upcoming communication event or project, the one that excites you the most, or the one that you need to prioritize to excel in your work.



C

Chart Your Course

What's my growth plan?

Chart the course of your journey to communication excellence by filling in the next page as described below; post it in a visible location and check in regularly on your progress.

Instructions:

1. Describe where you are now in the large yellow circle at the top of page 8 and where you want to be in the large blue circle at the bottom of page 8 for the area you selected to work on.
2. Chart your course:
 - Select the relevant chapters or sections in *Communicating Nutrition: The Authoritative Guide* to read and review, referring to the table of contents provided on page 9.
 - Select a practical application for demonstrating proficiency in knowledge and skill. Ideas include creating a presentation, writing an article, creating a handout, posting on social media, developing a food demonstration, preparing for an interview, etc.
 - List action steps with deadlines for reading and reviewing the chapters and putting your knowledge into practice.

My Journey to Communication Excellence

Book chapters or sections to review:

First action step and deadline:

Second action step and deadline:

Third action step and deadline:

Fourth action step and deadline:

**eat
right.** Academy of
Nutrition
and Dietetics

Communicating
NUTRITION
—
The Authoritative Guide

Communicating NUTRITION

Part I: Nutrition Communication Is Built On A Firm Foundation: Professional, Science- Based, Audience-Focused

Section 1: Communication Forms the Foundation of Professional Practice

*Showcase: Nutrition Communication Is an Art
and a Science*

CHAPTER 1: Communication Is the
Essence of Nutrition Practice

CHAPTER 2: Nutrition Professionals Are
Effective Communicators

CHAPTER 3: Effective Nutrition
Communication Is Strategically Designed

Section 2: Nutrition Communication Is Science-Based

*Showcase: Nutrition Communicators Address the
Global Challenge of Misinformation*

CHAPTER 4: Nutrition Communicators
Access Scientific Research

CHAPTER 5: Nutrition Communicators
Identify Credible Sources

CHAPTER 6: Nutrition Communicators
Read and Interpret Research

CHAPTER 7: Nutrition Communicators
Clearly Communicate Science

CHAPTER 8: Nutrition Communicators
Properly Reference Sources

CHAPTER 9: Nutrition Communicators
Adhere to the Code of Ethics for the
Nutrition and Dietetics Profession

Section 3: Nutrition Communication Is Audience-Focused

*Showcase: Creating a "New Nutrition
Conversation with Consumers": A Timeless
Approach to Consumer-Focused Messages*

CHAPTER 10: Effective Messages Are
Created with and for an Audience

CHAPTER 11: A Needs Assessment
Is Essential for Audience-Focused
Communication

CHAPTER 12: Use Behavior Change
Theories to Create Effective
Communication

CHAPTER 13: Effective Nutrition
Communication Is Tailored for the
Target Culture

CHAPTER 14: Effective Communication
Is Tailored for Different Ages

CHAPTER 15: Write Goals, Objectives,
and Key Message Points to Focus and
Organize a Message

Part II: Nutrition Communication Is Designed and Delivered with Excellence

Section 4: Designing and Delivering Presentations

Showcase: Making Nutrition Come Alive!

CHAPTER 16: Create High-Impact
Presentations

CHAPTER 17: Deliver Strong Openings
and Closings

CHAPTER 18: Utilize Visual Aids to
Enhance Communication

CHAPTER 19: Facilitate Discussions to
Generate Ideas and Solutions

CHAPTER 20: Engage Audiences with
Participation Strategies

CHAPTER 21: Deliver Clear, Compelling
Presentations

Section 5: Designing and Delivering Communication via Print, Video, and Demonstrations

*Showcase: Web-Based Communication Provides
Maximum Impact on a Minimal Budget*

CHAPTER 22: Write to Be Read,
Understood, and Remembered

CHAPTER 23: Reach Target Audiences
with Newsletters and Handouts

CHAPTER 24: Create Video to
Maximize Impact

CHAPTER 25: Entertain and Educate
with Food Demonstrations

CHAPTER 26: Inspire Audiences with
Food Styling and Photography

Section 6: Designing and Delivering Communication via Mass Media

*Showcase: A Podcast Journey: How I've Recorded
More Than 300 Episodes over a Decade*

CHAPTER 27: Nutrition Communicators
Have Greater Reach via Mass Media

CHAPTER 28: Nutrition Topics
Make Popular Newspaper and
Magazine Articles

CHAPTER 29: Social Media Is a Powerful
Tool for Nutrition Communication and
Professional Marketing

CHAPTER 30: Blogging and Web-Based
Writing Establishes the Nutrition
Communicator as an Expert Resource to
a Wide Audience

CHAPTER 31: Online Education
Is an Effective Tool for Nutrition
Communicators

CHAPTER 32: Master Media Interviews
to Be a Reliable and Relatable Expert

Section 7: Practices That Can Make or Break Success in Designing and Delivering Communication

*Showcase: Effective Leadership Communication
Promotes Success*

CHAPTER 33: Attention to Logistical
Details Promotes Successful
Communication

CHAPTER 34: An Effective Presider
Sets the Stage

CHAPTER 35: Successful Audience
Management Promotes Communication

CHAPTER 36: Strengthen
Communication by Effectively
Responding to Questions

CHAPTER 37: Market Products,
Programs, and Messages to Maximize
Response

CHAPTER 38: Measure Success with
Testing and Evaluation

Section 8: Designing and Delivering Professional Communications

*Showcase: Improving Communication Skills
Requires Broad Shoulders*

CHAPTER 39: Business Communication
Demonstrates Professionalism

CHAPTER 40: Quality Communication in
Grant and Project Proposals Is Rewarded

CHAPTER 41: Nutrition Communicators
Publish Research in Peer-Reviewed
Journals

CHAPTER 42: Nutrition Communicators
Write Books to Make a Difference

Meet Barb Mayfield

Barbara J. Mayfield, MS, RDN, LD, FAND, is a nutrition communicator with expertise in business, academia, community programs, professional writing, and speaking. Barb served as Editor-in-Chief for the Academy of Nutrition and Dietetics Communicating Nutrition: The Authoritative Guide, published in 2020. As president of Nutrition Communicator, LLC, she leads other nutrition professionals to hone their communication skills and more effectively reach diverse audiences. Barb's presentations are engaging and interactive, tailored to the audience, up-to-date, reality-based, and inspiring. Barb enjoys giving keynotes, concurrent sessions, longer workshops, and webinars.

Her educational background includes a B.S. in Dietetics from Purdue University and an M.S. in Human Nutrition from Cornell University. She received multiple teaching awards at Purdue, and was named Outstanding Dietetics Educator by both the Indiana Academy of Nutrition and Dietetics and the Nutrition and Dietetic Educators and Preceptors (NDEP) of the Academy of Nutrition and Dietetics. Earlier in her career, she received the Recognized Young Dietitian of the Year Award from the Academy of Nutrition and Dietetics, and the Outstanding Young Professional Award from the Purdue University Alumni Association. In 2018, she was inducted into the Purdue Nutrition Science Hall of Fame. In 2019, the Indiana Academy of Nutrition and Dietetics named her Outstanding Dietitian. She has been nicknamed "The Singing Dietitian" for her unusual approach to teaching nutrition through the medium of music. Barb lives in Delphi, Indiana. She and her husband Joe have three grown children and five grandchildren.

Social media and web addresses:

Website: www.nutritioncommunicator.com

Facebook: www.facebook.com/NutritionCommunicator

Twitter: <https://twitter.com/NCommunicator>

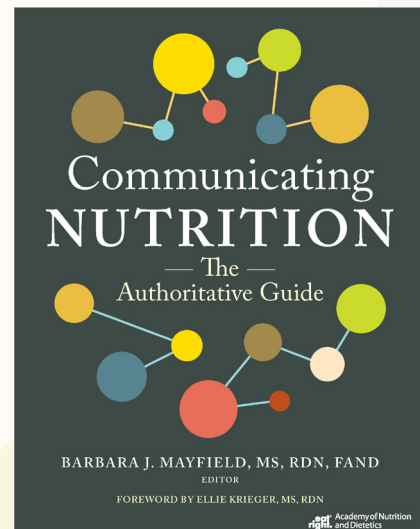
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