

Communicating Nutrition Information Via Media and Social Media: Challenges and Opportunities

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Introduction

- Communications is integral to science
- However, many challenges exist in communicating nutrition information
- Effective communication requires key strategies



Challenge 1: Firehose Of Information Everywhere



atkinsnutritionals • Follow ...

atkinsnutritionals • Chewy, nutty, and chocolatey. Atkins Pecan Caramel Clusters have 1g net carb per cluster and hit the spot every time.

Find them at @Amazon, @HannafordMkts, @HEB, @Kroger, @Meijer, @Publix, @RalphsGrocery, @Walmart (online and in-store) and more when you search our store locator link in bio.

#atkins #atkinsdiet #lowcarb #keto #lowcarbhaul #ketohaul



What to know about the ketogenic diet

A registered dietitian weighs in on the popular, low-carbohydrate diet.



The South Beach Diet @southbeachdiet · Feb 21

Just starting the South Beach Diet? Check out our beginner's guide to the low carb lifestyle. sbdlife.co/6018Hi6Y8



Challenge 2: Lots Of Misinformation

5G Networks And COVID-19 Coronavirus: Here Are The Latest Conspiracy Theories



Bruce Y. Lee Senior Contributor
[Healthcare](#)

I am a writer, journalist, professor, systems modeler, computational and digital health expert, avocado-eater, and entrepreneur, not always in that order.



Challenge 3: Many Agendas Behind Misinformation & Disinformation

You Should Get Your Flu Shot And Ignore This Supplement Advice



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Challenge 4: Agendas Can Be Hidden

That Anti-Vaccination Message May Be From A Russian Bot Or Troll



Bruce Y. Lee Senior Contributor

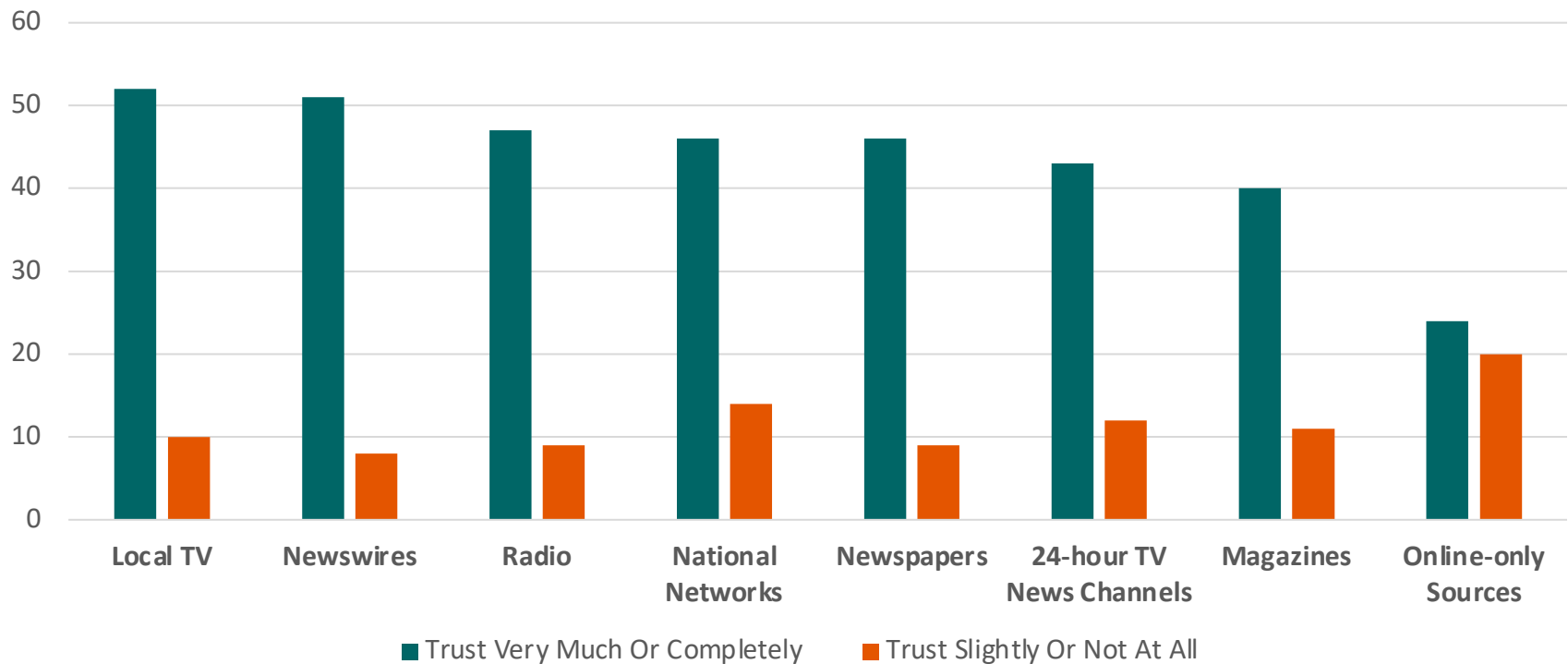
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Challenge 5: New & Varied Platforms Continue To Arise

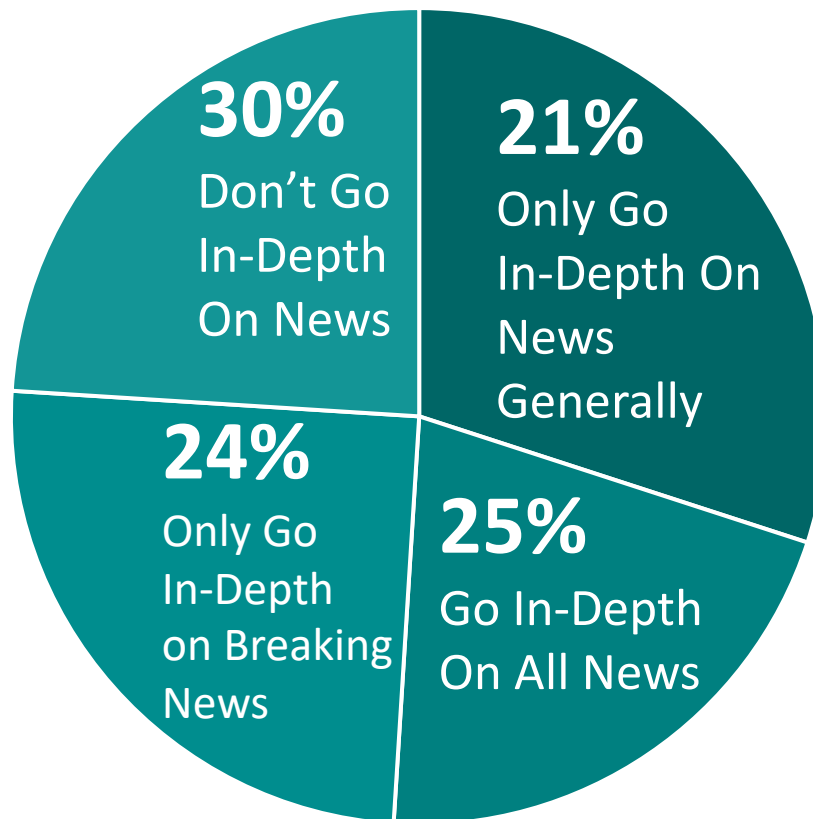
% Among Users Of Each Source



Source: American Press Institute

Challenge 6: Short Attention Spans Have Led To A Culture Of "Sound Bites"

% of Headline Glazers vs In-Depth Readers



Source: American Press Institute

Challenge 7: Nutrition & Diet Are Big Business

Top 10 Worst Wellness Trends Of The Decade



Bruce Y. Lee Senior Contributor ⓘ

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Challenge 8: Simple Messages Can Go Further

Stephen Hawking Is Right But Also Wrong About Obesity



Bruce Y. Lee Senior Contributor ⓘ ⊕

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🕒 This article is more than 4 years old.



Challenge 9: Misinformation & Disinformation Can Use Simple Messages

Alex Jones' Top 10 Health Claims And Why They Are Wrong



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⌚ This article is more than 2 years old.



Challenge 10: There Are Camps Out There Ready To React

Is 'Keto Crotch' Really A Side Effect Of The Keto Diet?



Bruce Y. Lee Senior Contributor ⓘ

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⌚ This article is more than 2 years old.



Challenge 11: Jumping On Associations

Can Caffeine, Coffee Prevent Holiday Weight Gain? Here Is What This Study Really Says



Bruce Y. Lee Senior Contributor ⓘ

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No, These Two Studies Don't Prove That Coffee Leads To Longer Life



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⌚ This article is more than 3 years old.



Challenge 12: And There's The Rat Problem

Do Not Snort Sugar: How Studies Can Be Misinterpreted



Bruce Y. Lee Senior Contributor ⓘ

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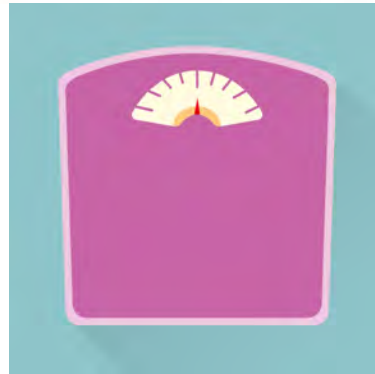


So How Do You Communicate Nutrition Information When Science Is Actually Complex?

TIME

How Our Health-Care System Is Feeding the Obesity Epidemic

BY **BRUCE Y. LEE** SEPTEMBER 23, 2016 10:01 AM EDT



Strategy 1: Keeping In Mind The Long Game As Well As The Short Game

Pfizer-BioNTech, Moderna Covid-19 Vaccines: What Is Still Not Known



Bruce Y. Lee Senior Contributor ©

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Strategy 2: Proactivity & Consistency

FIRST OPINION

STAT

Don't repeat the mistakes of past vaccine distribution efforts

By Bruce Y. Lee Dec. 15, 2020

[Reprints](#)



Strategy 3: Gear Communications Towards General Public

How Does The COVID-19 Coronavirus Kill? What Happens When You Get Infected



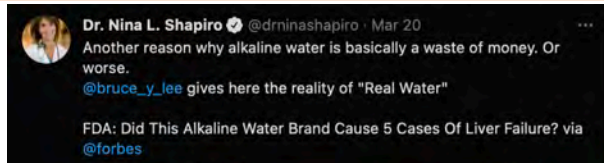
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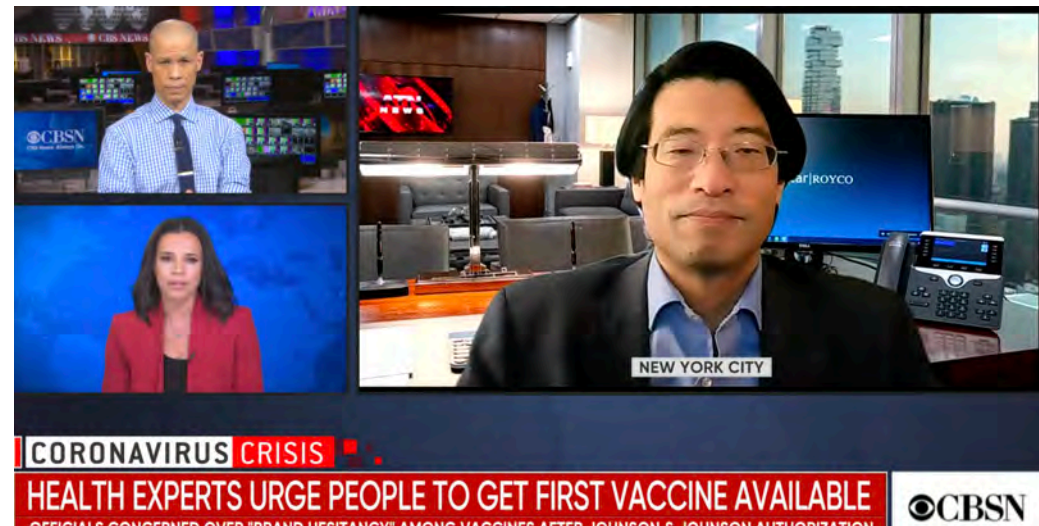
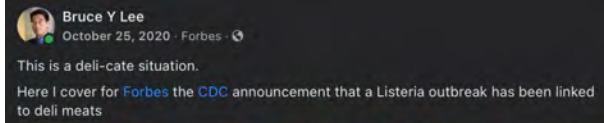
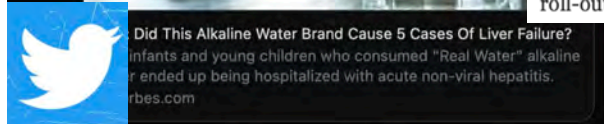
Strategy 4: Use Multiple Channels & Platforms



What History Can Teach Us About Distributing The COVID-19 Vaccine

NPR's Scott Simon asks public health expert Bruce Y. Lee what lessons past vaccine roll-outs hold for the distribution of the coronavirus vaccine.

Bruce Y Lee on Systems Approaches to Better Nutrition and Cardiometabolic Health



Strategy 5: Understand The Strengths & Weaknesses of Each Social Media Platform

PLATFORM	TARGET DEMOGRAPHIC	TYPE OF CONTENT	STRENGTHS	WEAKNESSES
	Mixed	Brief Statements	Quick News	Mixed Amount of Loyal Users
	Older	Personal Stories	Oldest Platform	Love or Hate, No In Between
	Young	Images & Videos	Experience/ Entertainment	Diversity
	Young	Videos	Experience/ Entertainment	Diversity
	Invite-Only	Live Audio	Easy to Say What You Want	Trustworthiness
	Professionals	Professional Updates	Networking	Diversity

Strategy 6: Emotion In Motion

Selma Blair: Why Her Multiple Sclerosis Diagnosis Was Delayed



Bruce Y. Lee Senior Contributor

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Strategy 7: Pictures Tell A Thousand Words



The New York Times

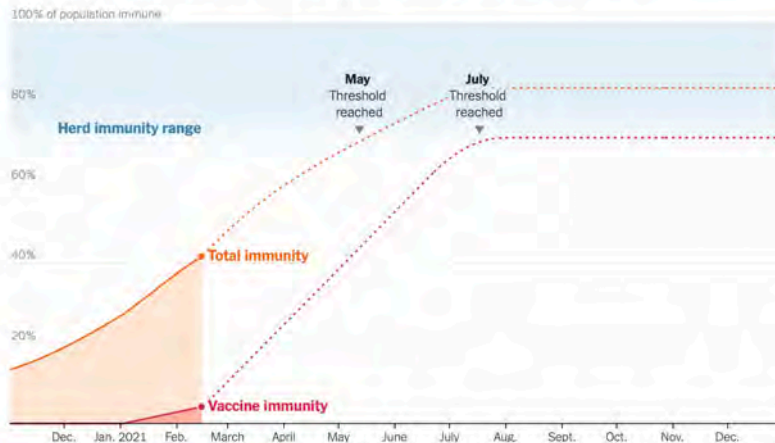
The New York Times

Current pace
About 1.7 million shots per day

Supply increase
3 million shots per day

Huge supply increase
5 million shots per day

If the pace immediately increases to 3 million shots per day, we could reach the herd immunity threshold by **May**. In that time, **90,000** people could die from the virus.

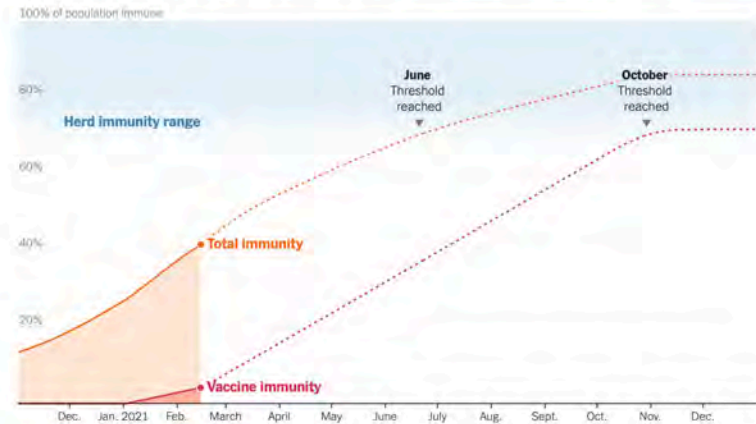


Keep measures in place
Continue social distancing until most people are vaccinated.

Ease up in the spring
Lift restrictions when 15 percent of people are vaccinated.

End precautions now
Lift restrictions when few people are vaccinated.

If we end restrictions in April, we could reach the herd immunity threshold by **June**. But in that time, **170,000** people could die from the virus.



Strategy 8: Understand The Impact Of Personality

To 'Fauci' Someone Is Now A Covid-19 Coronavirus Dating Term, Here Are Others



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Did Gwyneth Paltrow Claim A Diet Helped Recovery From Long Covid-19?



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What Dr. Phil Said About COVID-19 Coronavirus, Here Is How Twitter Reacted



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Strategy 9: Get To The Point Early



Strategy 10: Know How To Deal With Trolls



Strategy 11: Know How To Mix Entertainment With Information

The Top 5 Cutest Animals To Cause Infectious Disease Outbreaks This Decade



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Strategy 12: Know How To Work In Sound Bites

The New York Times

Opinion

Which Vaccine Should You Get?

When there are multiple shots of varying effectiveness, take whatever is available to you first.

By Bruce Y. Lee

Dr. Lee is the executive director of Public Health Informatics, Computational and Operations Research, a public health research group, and a professor at CUNY Graduate School of Public Health and Health Policy.



Conclusion

Communicating nutrition information requires:

1. Long game as well as short game
2. Proactivity and consistency
3. Tailored writing to the general public
4. An understanding that there are multiple ways to communicate across multiple platforms
5. An understanding of the strengths and weaknesses of each social media platform
6. An understanding that emotions play a role in communicating nutrition and science
7. Visualizations
8. An understanding of the impact of personality
9. Making sure you get to your point early
10. Knowing how to deal with trolls
11. Knowing how to mix entertainment with information
12. Knowing how to work in sound bites

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Questions and Discussion

Thank you!
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