

Building a Framework for Effective Nutrition Communications in a Dynamic Media Landscape

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Standing Committee on Evidence Synthesis and Communications in Diet and Chronic Disease Relationships

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● About

Upcoming Events

A deeper examination of the issues related to research design and methodological approaches to evidence synthesis on diet-disease relationships and risk of chronic disease is needed to better inform the public

[Provide feedback on this project](#)



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of Health

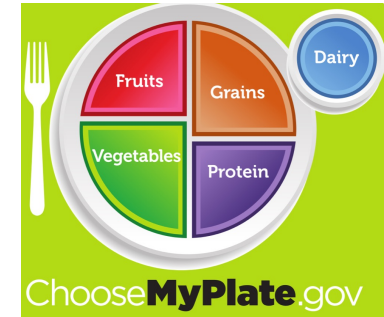


Introduction

- Communications has an impact on behavior change and health outcomes
- Many challenges exist in communicating health and nutrition information
- Effective communication requires key strategies regarding:
 - Message and messenger
 - Mode and audience



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

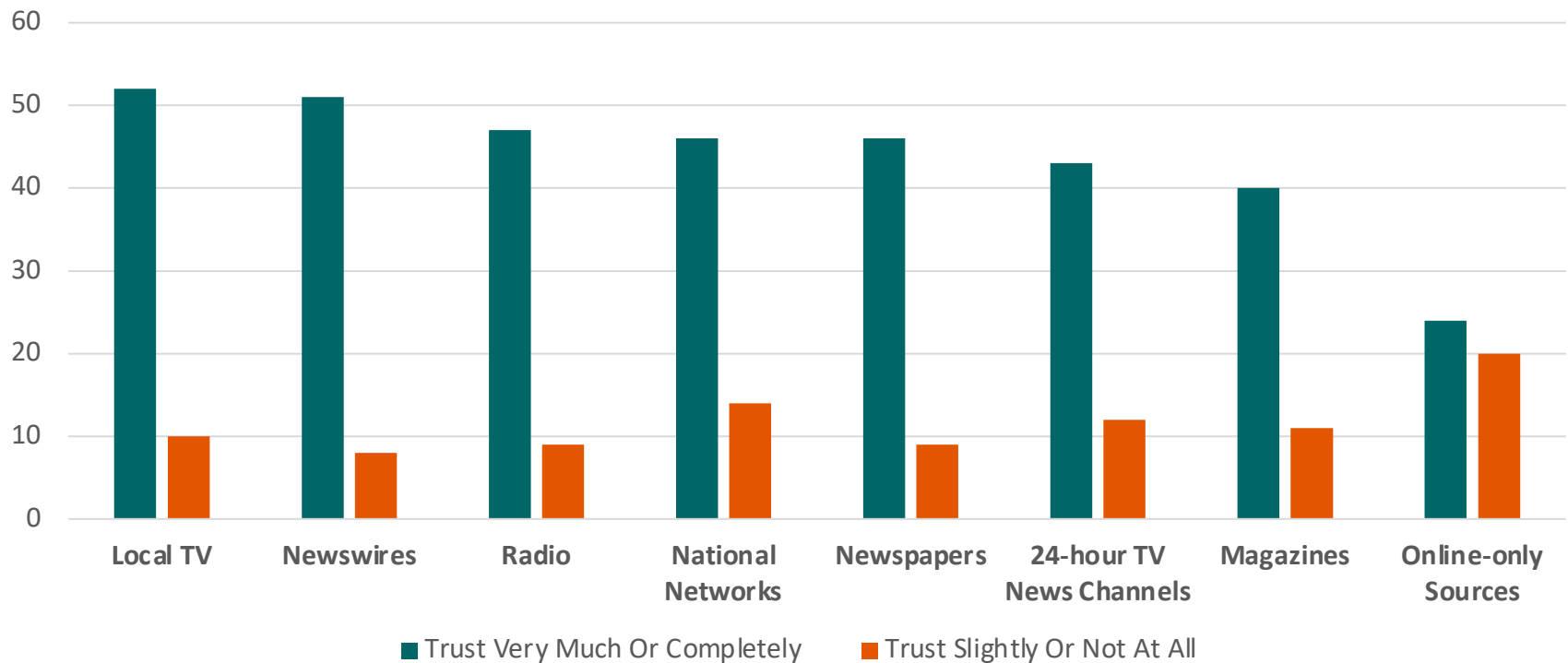
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Challenge 5: New & Varied Platforms Continue To Arise

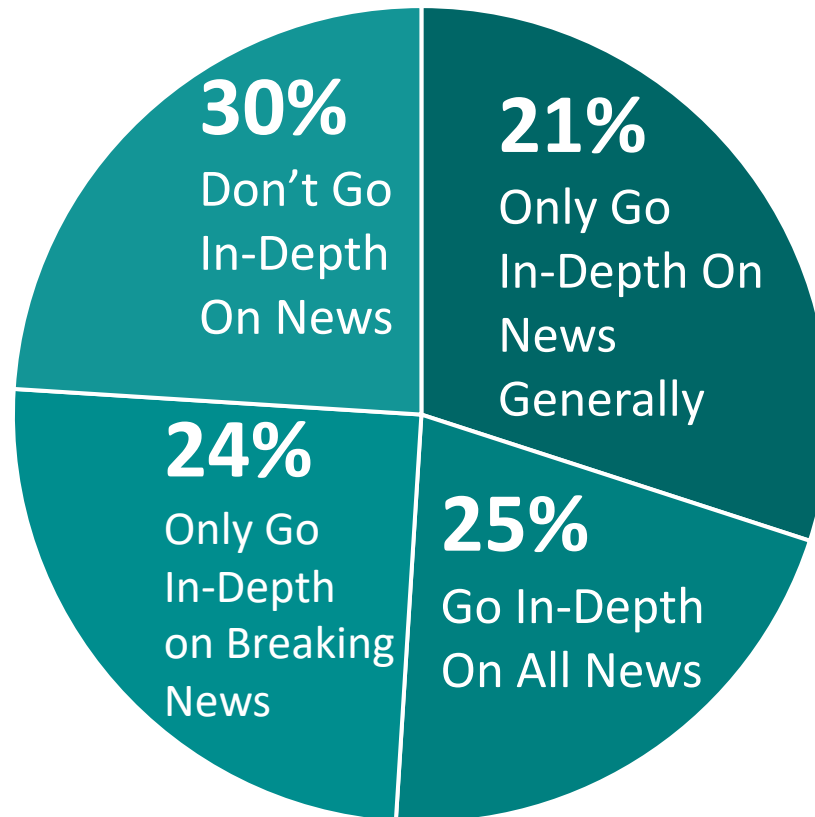
% Among Users Of Each Source



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 ⓘ

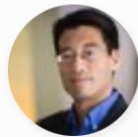
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Challenge 8: Simple Messages Can Go Further

Stephen Hawking Is Right But Also Wrong About Obesity



Bruce Y. Lee Senior Contributor ⓘ ⊕

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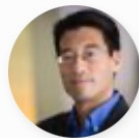
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🕒 This article is more than 4 years old.



Challenge 9: Misinformation & Disinformation Can Use Simple Messages

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



Bruce Y. Lee Senior Contributor ⓘ

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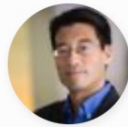
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⌚ This article is more than 2 years old.



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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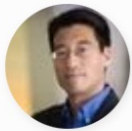
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Challenge 11: Jumping On Associations

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



Bruce Y. Lee Senior Contributor ⓘ

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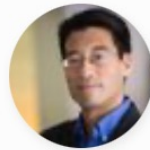
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⌚ This article is more than 3 years old.



Challenge 12: And There's The Rat Problem

Do Not Snort Sugar: How Studies Can Be Misinterpreted



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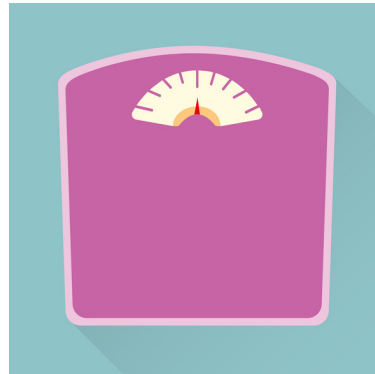


So How Do You Communicate Nutrition Information When Science Is Actually Complex?

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



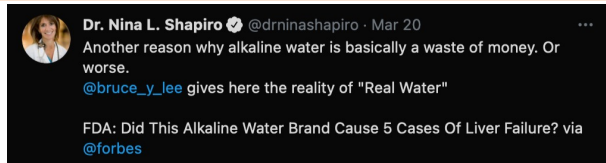
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Strategy 4: Use Multiple Channels & Platforms

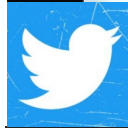


What History Can Teach Us About Distributing The COVID-19 Vaccine

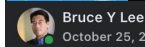
NPR's Scott Simon asks public health expert Bruce Y. Lee what lessons past vaccine roll-outs hold for the distribution of the coronavirus vaccine.



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



Did This Alkaline Water Brand Cause 5 Cases Of Liver Failure? Infants and young children who consumed "Real Water" alkaline water ended up being hospitalized with acute non-viral hepatitis. [forbes.com](#)

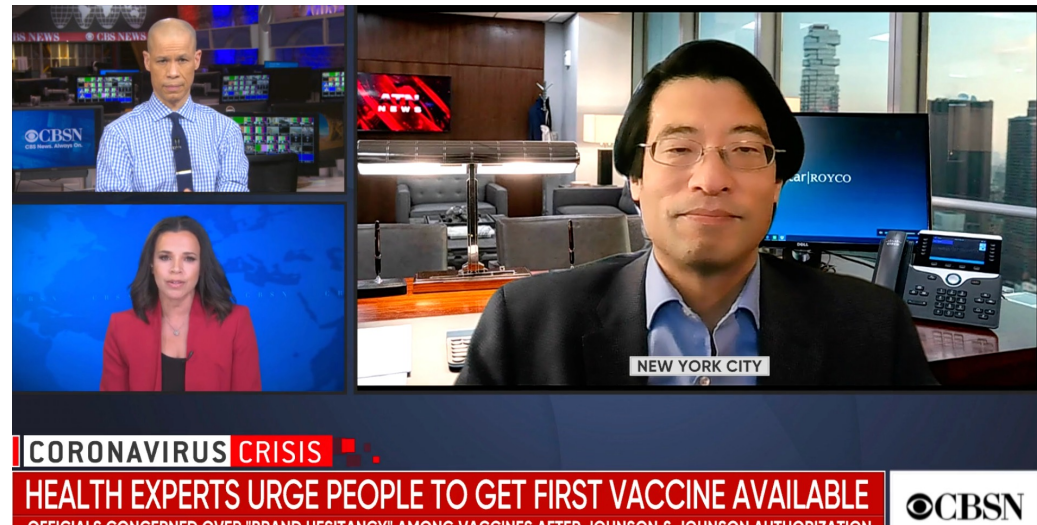


Bruce Y Lee

October 25, 2020 · Forbes ·

This is a deli-cate situation.

Here I cover for [Forbes](#) the [CDC](#) announcement that a [Listeria](#) outbreak has been linked to deli meats



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

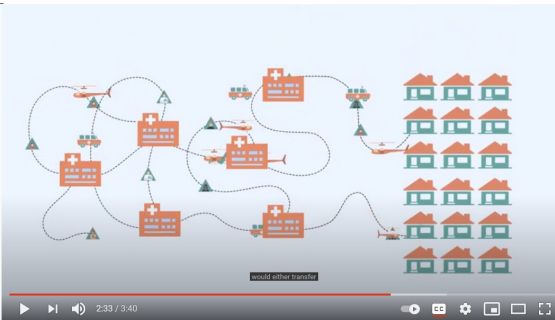
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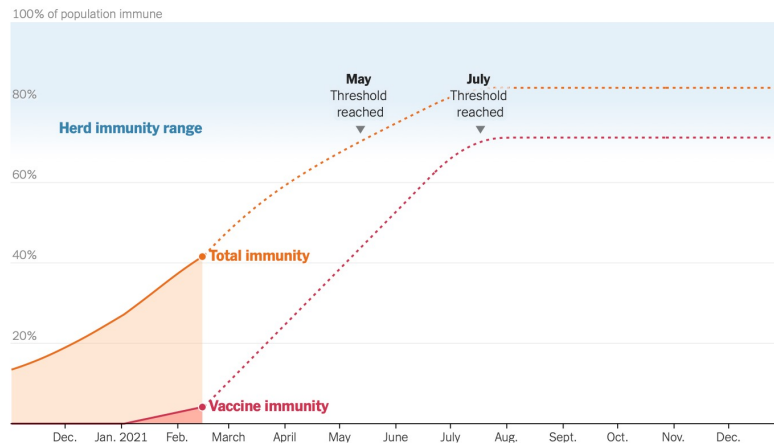
Strategy 7: Pictures Tell A Thousand Words



The New York Times

Current pace	Supply increase	Huge supply increase
About 1.7 million shots per day	3 million shots per day	5 million shots per day

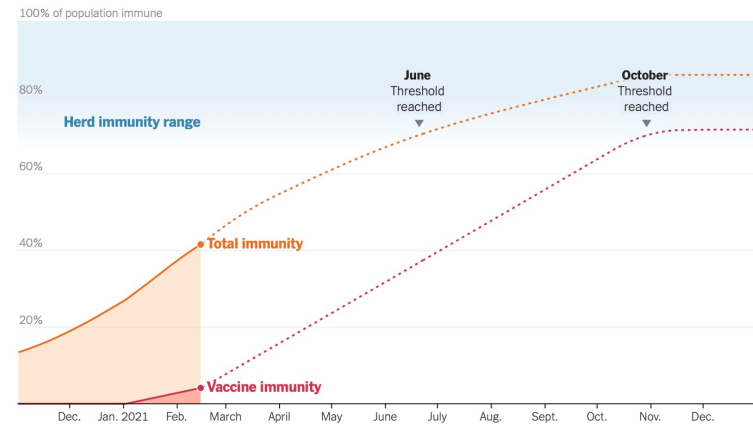
If the pace immediately increases to 3 million shots per day, we could reach the herd immunity threshold by **May**. In that time, **90,000** people could die from the virus.



The New York Times

Keep measures in place	Ease up in the spring	End precautions now
Continue social distancing until most people are vaccinated.	Lift restrictions when 15 percent of people are vaccinated.	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



Bruce Y. Lee Senior Contributor @ +

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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

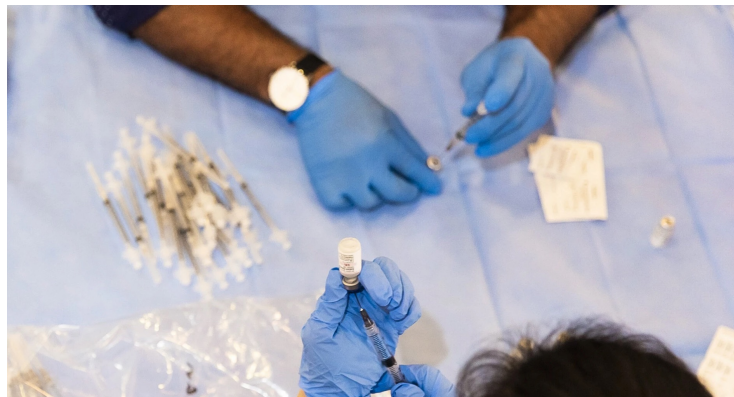
Opinion

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.



First Panel: Scientific Journal Platforms at 9:20 AM ET

Moderator: Rodolphe Barrangou,
North Carolina State University

Panelists:

- Alfredo Morabia, American Journal of Public Health
- Christopher Duggan, The American Journal of Clinical Nutrition
- Joseph Alpert, The American Journal of Medicine
- John Pham, Cell
- Anne Mullen, Nature Food



Second Panel: General Print Media at 10:30 AM ET

Moderator: Alice Lichtenstein,
Tufts University

Panelists:

- James Hamblin, Yale University
- Tara Parker-Pope, The Washington Post
- Gina Kolata, The New York Times
- Dhruv Khullar, The New Yorker
- Jared Hopkins, The Wall Street Journal

The New York Times

A **THE NEW YORKER**

The Atlantic

The Washington Post

THE WALL STREET JOURNAL.

Third Panel: TV/Radio at 12:00 PM ET

Moderator: Ronald Kleinman,
Massachusetts General Hospital
for Children

Panelists:

- Jeanette Betancourt, Sesame Workshop
- Renny Lewis, NBC News
- Maria Godoy, NPR



Fourth Panel: Social Media at 1:00 PM ET

Moderator: Bruce Y. Lee, City University of New York (CUNY) Graduate School of Public Health

- **Panelists:**
- Echo Warner, University of Utah
- Timothy Caulfield, University of Alberta
- Eric Topol, Scripps Research
- Tamar Haspel, Author



Fifth Panel: Other/ Alternative Media at 2:30 PM ET

Moderator: Chirag Patel,
Harvard Medical School

Panelists:

- Latif Nasser, Netflix (Connected)
- Susanna Pollack, Games for Change
- Samantha Jones, Tiny Matters (Science Podcast)
- Jay Winsten, Harvard T.H. Chan School of Public Health



Final panel: The impact of communications on behavior change and health outcomes at 3:30 PM ET

Moderator: Susan Scrimshaw, former President, Russell Sage College, former Dean, UIC School of Public Health

Panelists:

- Marie Bragg, New York University
- Debra Eschmeyer, Original Strategies
- Erica Rosenthal, University of Southern California Norman Lear Center
- Cinnamon Bloss, University of California, San Diego



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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Thank you!

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