



going to **sustainable** eating

SYMPOSIUM/WORKSHOPS/Breakfasts PROPOSAL TEMPLATE

17th International
Congress of Dietitians
**GRANADA
SPAIN**
2016
7, 8, 9 and 10 September

General information

- **Symposiums** can take up to two hours and will offer a strong scientific focus and approach. They
- **Workshops** can take up to two hours and will have a practical, professional and hands on structure. Will be held simultaneously to other workshops. Registration will be needed. Limited places 70-120 attendees.
- **Breakfasts** can take up to one hour and will have an informal set up where all Associations' members - both directors and associates - can discuss a specific scientific or professional subject in an enjoyable and colloquial environment.

Food industry and/or a pharmaceutical company can sponsor the Symposium /Workshop/ Breakfast. Sponsor 's details will be provided as part of the proposal.

SYMPOSIUM/WORKSHOP Title/Theme:

Please insert the title/theme of your symposium. Titles will be used in all pre-Congress promotion. Titles must accurately describe the content of your session and be no more than 10-12 words long.

How media spokespeople can raise the profile of dietitians and dietetic associations (Canada, UK, Aus,)

SYMPOSIUM/WORKSHOPS Facilitators: Names and main filiation

Kate Comeau, Dietitians of Canada

SYMPOSIUM/WORKSHOPS Presenters: Names and main filiation

Kate Comeau, MSc, RD, Dietitians of Canada
kate.comeau@dietitians.ca

Sara Grafenauer, AdvAPD, Dietitians Association of Australia
sarag@daa.asn.au

Sue Kellie, MSc, FBDA, British Dietetic Association
s.kellie@bda.uk.com

SYMPOSIUM/WORKSHOPS History:

Has the symposium/workshop been held previously? If yes, please describe previous symposium details and rationale for repeating session.

N/A

SYMPOSIUM/WORKSHOPS Overview:

Insert a short **overview** of your symposium/workshop proposal. If accepted, this information will be used in publications to promote your session. Overview should not exceed 100 words.

To build sustainable relationships with the media, dietitian associations, including Dietitians of Canada, the British Dietetic Association and the Dietitians Association of Australia support media spokesperson programs. Dietitians with expertise in working with the media and the interest and capacity to act as a spokesperson for the profession are identified, supported and promoted to speak on behalf of their professional association on issues of importance to the public. This session will explore the challenges and successes of each of these unique programs with the hopes of inspiring other nations to develop similar programs.



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SYMPOSIUM/WORKSHOPS Proposal: All details

In English, with a limit of 800 words: you must include a minimum of 3 references and a maximum of 10 references (will follow the consecutive order in which they appear in the text with the corresponding consecutive numbering in Arabic numerals in parentheses; Vancouver style).

The public and the media are hungry for health and nutrition information. Pressure to produce large volumes of entertaining content has led to an influx of pseudo-scientific advice from celebrities, “gurus” and unregulated practitioners. For example, Korowynk et al. (1) reported that approximately half of the recommendations made on two very popular US television shows, *The Dr Oz Show* and *The Doctors*, are not supported by evidence or contradict the best available evidence. Mass media campaigns have been shown to improve public knowledge (2) and potentially shift habits (3), playing a role in public health efforts. Dietitians should therefore play a key role in preventing the propagation of misinformation and countering pseudoscience as credible sources of evidence-based nutrition information and valued members of the health care team. They are also well positioned to work with the media to create factual and entertaining content that will help, rather than hinder, the health of the population.

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Dietitians of Canada (DC) launched a National spokesperson program in 2014 with fifteen spokespeople representing all major centres in Canada. Spokespeople were required to meet a number of criteria, including being members of the association and free from conflict of interest (4). The team was provided with media training and support on policy issues ranging from infant feeding to food insecurity. The contribution of spokespeople as well as increased focus on media relations led to growth of 105% in media reach with a 75% increase in stories quoting the association (5). In addition to capacity building amongst the team, four media training workshops were offered to the membership at large, with support from, the Federal government ministry of Health (Health Canada) in the past two years. Spokespeople were included in these workshops to assist in peer-to-peer learning and mentorship. A database of media trained dietitians, featured on the Dietitians of Canada website, further supports the inclusion of dietitians in the media.

The Dietitians Association of Australia (DAA) has a well-established Spokesperson’s Program, which has been a valuable part of DAA core business since 1999. The Association has 21 media-trained spokespeople, who are involved in an average of 60 media interviews per month, with support (including annual media training and key message briefing) from DAA’s Communications and Marketing Unit. During the 2014 calendar year, tracking of the key words ‘Dietitians Association of Australia’ and ‘Accredited Practising Dietitian’ (APD) revealed 1,543 million opportunities to see (6) and 9,565 mentions in the media (7). DAA’s 2014 consumer survey (n=1,200) found public awareness of news stories about nutrition featuring a ‘Spokesperson for DAA’ at 21% (an increase of 6% from 2013), and awareness of ‘APD’ at 46% (increase from 10% from 2013) (8). In addition, a survey of journalists (9) in late 2014 (n=62) found 82% rated DAA Spokespeople as either ‘Very useful’ (50%) or ‘Useful’ (32%) in providing comment on nutrition-related stories, and almost two thirds (58%) most often



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contact DAA for nutrition-related stories – the highest of the health-related organisations surveyed.

The British Dietetic Association (BDA) media profile continues to grow on a daily basis in large part because the media spokesperson program. The number of articles, interviews and quotes attributed to the BDA is a significant achievement and BDA continues to have an outstanding relationship with journalists around the UK and the world. The BDA achieved over 2200 mentions in the media in 2014, and increase of just over 1,500 mentions in 2013 with a reach of over 200 million (10). BDA spokespersons appear in newspapers, magazines and online, as well as radio and TV, on a weekly basis. On average, 20 new media spokespersons are trained each year and join a very active group of other BDA media spokespersons (around 120 in total).

The inclusion of volunteer dietitians as association spokespersons has led to an increased media footprint for the profession in all three countries represented. Benefits include communication of important policy and public health issues as well as positioning dietitians as credible members of the health care system. Strategies to continuously build capacity amongst dietitians to ensure sustainable inclusion in the media should be a priority of dietetic associations.

1. Korowynk, C., Kolber, MR et al. Televised medical talk shows—what they recommend and the evidence to support their recommendations: a prospective observational study. *BMJ* 2014;349:g7346
2. Marx JJ, Nedelmann M, Haertle B, Dieterich M, Eicke BM. An educational multimedia campaign has differential effects on public stroke knowledge and care-seeking behavior. *J Neurol* 2008; 255(3):378-84.
3. Bala MM, Strzeszynski L, Topor-Madry R, Cahill K. Mass media interventions for smoking cessation in adults. *Cochrane Database Syst Rev.* 2013 Jun 6;6:CD004704
4. Dietitians of Canada. Dietitians of Canada's Spokesperson program. Available from <http://www.dietitians.ca/Downloads/Public/Media-Spokesperson-Resource.aspx> Accessed July 22, 2015
5. Calculated using Media Relations Rating Point System, stories limited to traditional media (print, radio, television) <http://www.mrpdata.com/>. Evaluation Period January 2014- April 2014 vs. January 2015- April 2015.
6. 'Opportunities to see' is defined as: The number of people who had the opportunity to see or hear DAA key words through print, broadcast and online media.
7. DAA media monitoring (Meltwater News and Slice) 2014.
8. News poll survey, commissioned by the Dietitians Association of Australia. September 2014.
9. DAA journalist survey. November 2014.
10. Stats compiled independently by Precise Media Monitoring



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Proposed Program

Title(s)	Time	Speaker(s)
Introduction- The role of dietitians in combatting misinformation	15 minutes	Kate C.
Dietitians of Canada- program overview- starting from scratch	30 minutes	Kate C.
Dietitian Association of Australia- program overview- monitoring growth and overcoming challenges	30 minutes	Sara G.
British Dietetic Association – program overview- sustaining momentum	30 minutes	Sue K.
Action steps and questions	15 minutes	Sara G (or Kate C)



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Please include a picture of the speakers:

Kate Comeau





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Sara Grafenauer



Sue Kellie



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