



Tips for Effectively Communicating Nutrition Science

As a trusted health professional, you have the power to inspire trust and deepen the general public's understanding of nutrition through sharing credible scientific evidence. Here are few tips to help you effectively interpret and communicate nutrition science information to your clients.¹⁻³




Consider your audience and tailor your message appropriately

- What is their current level of understanding and/or preconceptions regarding the topic?
- What do they want / need to know?
- What do you want them to walk away with / take action on today?




Remember, you don't need to be the expert in all things.

- If you aren't sure about a topic, it's best to say so and not communicate on that topic rather than potentially sharing inaccurate information.
- Discuss & debate the paper with trusted colleagues.
- Consult experts with experience in a topic and ask how a study fits within the full body of research.



Communicate what is known from the study as well as broader literature, and provide credible, actionable advice or insights.

- Reserve judgment about a study until consulting other studies and appropriate experts to help assess the findings of the study and gauge its importance.
- The communicator's role is to put all research into context, including if the current paper confirms or contradicts previous existing research.
- Research may not provide all the answers (yet) – it's ok to communicate that (i.e. more research is needed).
- A single study is not usually enough to draw firm conclusions - make sure to communicate that the topic is in its infancy.



Ensure you are communicating accurate and appropriate conclusions

- Summarize relevant details regarding study scope to provide appropriate context to findings.
- Do not overstate study findings beyond the study scope. Results are limited to the population and/or intervention in the study and should not be automatically applied to other groups or situations.
- Use appropriate terminology according to the study design & results. For example, if an experimental randomized control trial is not used, only communicate association, rather than implying causation, between an intervention and outcome.
- Avoid sharing and/or exaggerating conclusions beyond what is statistically significant or relevant.

References

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2. Paipongna, M, Johnson, S. Navigating Science in the Media. International Food Information Council - Food Insight. Published Sept 9, 2023. Accessed Nov 4, 2024. LaMorte, W.W. (2021, April 21). Association versus Causation. Boston University School of Public Health.
3. Garden-Robinson, J. Finding the Truth I: Reliable Nutrition and Health Information. North Dakota State University. Published Jan 2024. Accessed Nov 4, 2024. <https://www.ndsu.edu/agriculture/extension/publications/finding-truth-i-reliable-nutrition-and-health-information>