

The NUTS and Bolts of Working in Nutrition Communications

A Pistachio Health Case Study

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Objectives

Learn how RDs can play a key role in communicating the health benefits of products and services

Determine if you have what it takes to be a nutrition communications professional

Identify ways RDs can break into the field of nutrition communications



My Experiences: From NIH to Hollywood

- Educational background
- The “glamorous” world of PR
- Tufts graduate program
- CNN newsroom
- Working “in pajamas”
- With sunscreen
- PatriciaBannan.com



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Nutrition Communications

Journalist
 Author
 Media Resource
 Corporate Communications Manager
 Non-profit Communications Manager
 Public Affairs Officer
 Industry Spokespeople
 Educator
 Retail RD
Public Relations Professional

PR 101



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PR 101

- More than publicity/ advertising
- Media relations – what’s the news?
 - Broadcast, print, emedia
- Direct consumer outreach
- Health professional outreach
- Policymakers
- Crisis communications



How do you break through the clutter?



There are other ways...



There are other ways...



Other Ways...



Is PR for you?

- Are you creative?
- Are you a good writer?
- Are you a people person?
- Are you a voracious reader?
- Can you quad-task?
- Are you a news junkie?
- Are you aggressive?
- Do you have thick skin?
- Are you a good story teller?
- Do you have the "O" factor?
- Can you work long hours... and weekends?
- Can you stuff a press kit at 3am?
 - In heels?
 - Tight skirt?



Pistachio Health Case Study

About Paramount Farms

- The world's largest supplier of pistachios and almonds
- 30,000 acres of pistachio orchards -- largest in the Western Hemisphere
- Wonderful®, Everybody's Nuts® and Sunkist® brand names



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Core Message Points



At about 49 kernels per 1 ounce, pistachios offer the most nuts per serving

- Almonds have 23 in a serving, walnuts 14 halves and cashews 18

Pistachios are one of the lowest-calorie, lowest-fat, highest-fiber nut

- Fiber helps control blood sugar, helps you feel full and aids with weight management

Pistachios are a mindful snack

- In-shell pistachios take longer to eat, pack crunch and seasoning, and the empty shells left behind offer an important visual cue

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Core Message Points



"Pistachio Principle"

- Calorie restriction without calorie deprivation -- in-shell pistachios offer a visual cue to help people eat up to 50 percent less while feeling just as satisfied

Pistachios are heart healthy

- Fiber, unsaturated fats, arginine, phytosterols and certain minerals found naturally in pistachios help protect the heart

Pistachios are the highest antioxidant snack nut

- The only nut to contain significant amounts of lutein and zeaxanthin to help prevent ARMD

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Health Professional Outreach

Why HPs?

- HPs are trusted, credentialed and credible sources of nutrition information, and have strong ability to influence consumer beliefs and behavior
- HPs translate peer-reviewed science into practical, meaningful terms
- HPs extend and amplify messages to consumers at a critical point of health behavior change and/or when they're motivated to change

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Why RDs?

According to ADA's nationwide consumer opinion survey, *Nutrition and You: Trends 2008*:

- ✓ 78% of Americans surveyed say RDs are the most credible source of nutrition information
- ✓ 82% are either somewhat or very influenced by an RD's food product recommendations



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Reaching Registered Dietitians

American Dietetic Association
 California Dietetic Association
 Weight Management Dietetic Practice Group
 American Overseas Dietetic Association
 Sports, Cardiovascular, and Wellness Nutrition

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Beyond RDs

- Nurse Practitioners
- Family Physicians
- Cardiologists
- Physicians' Assistants
- Other medical influencers

American Academy of Nurse Practitioners
 American Association of Physician Assistants

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Goals

- Increase HPs knowledge about the health benefits of pistachios
- Encourage HPs to recommend pistachios to their clients as a healthful and smart snack choice
- Drive awareness of pistachiohealth.com as the leading source of pistachio health information

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HP Conferences and Conventions

- Identify best fits
- Beyond exhibiting
- Speaker sessions
- Event sponsorships
- Product sampling
- HP surveys and focus groups
- Booth activities and book signings
- Cooking demos

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Writing

- Press releases
- FAQs
- Fact sheets
- Ezine
- Newsletter articles
- Blogs
- Story Ideas
- Story follow up
- HP direct mail
- Internal reports
- Surveys

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HP Materials

Go Pistachio!
 Pistachios - A Superior Nut Choice
 Five Ways Pistachios Can Be Part of a Cardio-Healthy Diet

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Speakers Bureau

- Partner with third-party scientists to provide unbiased view and add credibility
- Identify hot topics/ new twist or perspective/ new science/ new book
- Target specific meetings
- Create individualized presentation proposals



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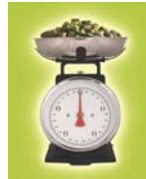
PistachioHealth.com



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Pistachio Health Research Studies

- Evaluate publicity potential
 - Journal or meeting where presented
 - Type of study
 - Strength of the results
 - Research spokesperson/ university partner
 - Scientific Advisory Board
- Determine media outreach strategy
 - Press release
 - SMT/ RMT
 - Desksides
- Determine HP outreach strategy
 - Speaking engagement
 - Update HP materials and pistachiohealth.com
 - Inform advisory boards



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How to Break Into Nutrition Communications

Resources

- Set your intention!
- Education
- Experience -- start small and build
 - PR for state associations or DPGs
 - Write for local paper, company newsletter or starter website
- Talk to people who do what you want to do
 - Write them a letter/ email
 - Call DPG mentors or resources
 - Network
 - Your passion and focus will inspire them!

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Thank you!

www.pistachiohealth.com