Creating Meaningful Media Messages: Nutrition on TV

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Can traditional RDs be a part of the media?

The Pitch

- **Current and Catchy**

- **Short and Sweet**

- **Dress up the facts to make them applicable**

- **Paint the picture of what you'll do (visuals, etc)**

- **Allow Plenty of Lead Time**

- **End of the Week**

- **Watch Past Segments**

What does the media want?

- **News**

- **A "first"; something unique**

- **Celebrities**

- **Things that make you go "awww"!**

- **Success stories**

- **Competitive edge**

- **Local**

- **Trends**

Which would you rather watch?

Low-Sodium Foods for Heart Health

VS.

Secret Ingredients to Amp up the Flavor of Any Dish

Which would you rather watch?

Healthy Grocery Shopping Tips

vs.

Secrets of the Supermarket

Which would you rather watch?
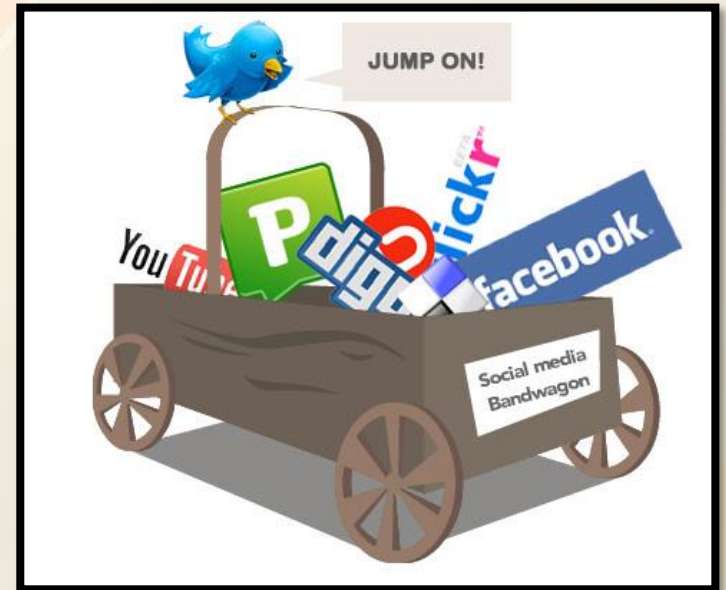
Five Healthy Food Choices

vs.

Five Forbidden Foods You Should be Eating

- **Connect to current news, events or research**
- **Use social media/search engine reports to find trends**
- **Offer story as a follow-up to another recent story**

Great Packages

Hot Topics

- **Quick and Easy**
- **Heart Health**
- **Meatless Monday**
- **Gluten-free**
- **Local and Sustainable**
- **Organic/ Non-GMO**
- **Clean Eating**
- **Sugar**

The Prep

So the producer accepted your pitch, now what?

- Key Messages
- Anticipate Questions
- Food Props/Visuals
- Practice/Plan Your Set

Key Messages

- **Three main points (about 1 per minute)**

- **No more than three messages per point**

- **Each point should be supported with evidenced-based research; sources**

- **Messages should be clear, concise and user friendly**

Support	Point #1: Nutrient-rich	Point #2:Lean cuts	Point #3:Versatility
Key message 1	22 grams muscle-building protein per 3-ounce serving	more than 29 cuts of lean beef	Not just a center-of-the-plate steak
Key message 2	good source of iron, which helps to carry oxygen in the blood to brain and muscles	Key words include "loin" and "round"	lean skirt steak into a colorful salad or enjoy on fajitas
Key message 3	excellent source of zinc, which is an important nutrient for the immune system	To choose lean ground beef, look for meat that is 90% lean or leaner	For snack: lean beef jerky with an apple; lettuce roll-ups made with deli roast beef, low-fat cheese
Visuals	Nutrition Graphic	Lean cuts of beef; package of 90/10 beef	Plated meal/snack suggestions
Research/Sources	Beefnutrition.org; USDA	Beefnutrition.org	Beefitswhatsfordinner.com

What Type of Messages Work:

March 2013 JAND: DGA Messaging:

Clear, simple, upbeat → Focus on specific actions → Be mindful of culture; socioeconomics

Messages that Work

Realistic

Focus on "How" and not "What"

What is the viewer willing to do?

Be accurate and consistent

Creating Meaning Messages

- **Research adds credibility, but specifics make it messy**

- **Use buzz words and keep it short (3 messages/segment max)**

- **Let the food speak for itself**

- **Make it applicable to the viewer:**

  "More and more shoppers are switching to foods with benefits. They are steering away from empty calories and asking, 'What's in my food, and how is it good for me?'"

    — CARY SILVERS, director of consumer insights, Prevention

- **Strategy and order of where/when it is pitched to be trusted most (blogs, then TV)-Relationships important**

Shift from Print to Online Outlets

Online Resources

39% get meal ideas online followed by cooking shows, magazines and cookbooks*

<u>% of all shoppers who use websites for recipes and healthy eating tips*</u>

- Recipe site 67%
- Site from a cooking show 30%
- Food company's site 20%
- Magazine site 19%
- Individual food brand site 18%
- Supermarket or food retailer site 13%
- Blog 12%
- Diet companies/Diet tracker 12%
- Site about a specifi c medical condition 11%
- Video site (i.e., YouTube) 10%
- Lifestyle site (i.e., iVillage) 7%
- Book site 2%
- * of the 39% who use Internet for new meal ideas

Translating evidenced-based info:

During the activity performance, correct hydration should be aimed for, with water appearing to be an adequate source in most cases.

⬇

Active children should drink plenty of water to stay healthy.

Sanchez-Valverde Visus F, Morais Lopez A, Dalmau Serra J, et al. Nutrition recommendations for children who practice sports. Spanish Association of Pediatrics. 2013;10:375.

Translating evidenced-based info:

Results indicate that acute total sleep deprivation exerts a mild, but discernible effect on the postprandial dynamics of circulating GLP-1 concentrations in healthy men.

It has been shown that men who do not get enough sleep at night have a higher blood sugar after meals than others.

Benedict C, Barclay JL, Ott V, et al. Acute sleep deprivation delays the glucagon-like peptide 1 peak response to breakfast in healthy men. Nutrition Diabetes. 2013;3(78).

Translating evidenced-based info:

Malnutrition is also more common in older people, and evidence has shown that inadequate nutrition may lead to impaired and prolonged wound healing.

It is common for older people to have a poor diet. This, along with natural aging, puts them at high risk for bed sores and slow wound healing.

Leaker SH. The role of nutrition in preventing pressure ulcers. Nursing Stand. 2013; 28(7):66-70.

Use Consumer-Friendly Terms:

- <10% Are familiar with "insoluble fiber", "soluble fiber" and "functional fiber"

- 44% Are familiar with "dietary fiber"

- 65% Are familiar with "fiber"

How are you communicating?

Clinical:

- **Soluble fiber**
- **Animal Protein**
- **Diet**
- **Adolescents**
- **Females of child-bearing age**
- **Dark, green, leafy vegetables**
- **Adequate**
- **Complex Carbohydrates**
- **Cardiovascular**
- **Lipids**
- **Serum Glucose**
- **Consume**
- **Mean**

Consumer:

- **Fiber**
- **Meat**
- **Foods you eat**
- **Teens**
- **Women who might get pregnant**
- **Greens**
- **Enough of**
- **Starchy foods**
- **Heart**
- **Fat**
- **Blood Sugar**
- **Eat**
- **Average**

Are they listening?

- **Be relatable and know your audience**

- **Use words that evoke emotion/empower**

- **More likely to create behavior change**

Use Food to Grab Their Attention

- **ALWAYS have props**

- **Plating: Size, Color, Angle, Height**

- **Make the star shine**

- **Clean is key**

- **Use garnish wisely**

'Toi, Moi & Café' by moriza on Flickr (via Sprixi). CC BY licence.

To Pre-Cook or Cook on Set?

- **Timing**

- **Appearance of Finished Product**

- **Pieces of the whole**

- **Food safety**

Lights, Camera, Action!

- **What to Wear (and NOT to wear!)**
- **What will the camera see?**
- **You are talking to the host, not the camera!**
- **Body language**
- **Distractions**

90% is how you look & how you say it; only 10% is what you say.

Tough Questions

- **Identify when a reporter is "leading" you**
- **Never say "No comment" or go "Off the record"**
- **Don't attack or be negative**

How would you answer this?

It is true that soft drinks are the cause of the childhood obesity epidemic, right?

How would you answer this?

Don't people who follow the Paleo diet lose weight?

How would you answer this?

We know fast food contributes to obesity, so why on earth would you let them sponsor your conference? Do you not think that is misleading to consumers?

Be the Go-To Expert

- **Always be on-time**

- **Know your stuff! (use evidenced-based research!)**

- **Full Disclosure**

Don't Be a One-Hit Wonder

- Get to know the producer and team

- Show appreciation

- Pitch the next segment before leaving the studio

- Follow-up with details via email (Make it easy on them)

- Ask for referrals if not a good fit

Questions?