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**Contributing author:**

**Chapter 23: “Reach Target Audiences with Newsletters and Handouts”**

Erin’s one-of-a-kind recipe for success is a unique blend of political experience, communications skills, nutrition knowledge, and natural instinct. As a former spokesperson for the President of the United States and communications advisor at the Pentagon, she traveled from St. Louis to San Diego and from El Salvador to Iraq representing America’s interests and values. Along the way, Erin honed her communications and listening skills. She also discovered her knack for connecting with people and empowering change. As a registered dietitian nutritionist, she uses her insight and expertise to help people make healthy and realistic lifestyle choices that boost energy and build confidence. Erin also serves as an instructor at Framingham State University where she teaches the next generation of dietitians who will lead our profession into its second century.

**What led you to contribute your time and expertise to writing *Communicating Nutrition*?**

When I first learned of the opportunity to contribute to *Communicating Nutrition*, I jumped at the chance for two reasons. I wanted to be part of an amazing group of talented dietitians who share my passion for effectively communicating both the science and art of nutrition. I am honored to call them co-authors! I also wanted to give back to the dietetics industry that graciously welcomed me as a second career dietitian. I spent the first half of my professional life working in the White House and Pentagon as a spokesperson and communications advisor. As a co-author, I am able to draw on those experiences and share lessons learned with current and future nutrition communicators.

**What is one piece of advice you would like to share with current and future nutrition communicators?**

As a communications professional and instructor of a graduate course in nutrition communications, I strongly encourage you to hone your writing skills. The ability to craft clear and concise messages that directly resonate with an audience will set you apart from your competitors and on a path to success.

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