



Rosanne Rust, MS, RDN, LDN

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Contributing author:

Chap 7: “Nutrition Communicators Clearly Communicate Science”

Rosanne Rust brings over thirty years of experience to what she does. Rust Nutrition Services (rustnutrition.com) was founded with the goal to educate consumers by delivering science-based diet, food, and nutrition information over a variety of media. With twenty-five years of writing experience, she’s coauthored several books in the For Dummies® series, including the DASH Diet For Dummies® and the Glycemic Index Cookbook for Dummies®. Passionate about getting accurate information out to consumers, Rosanne created her Chew the Facts® blog as an antithesis to pseudoscience. Translating science into well-reasoned dietary advice, she aims to help people enjoy eating, and keep diet, health, and happiness in perspective. Rosanne also provides freelance writing, social media messaging, speaking, and other communication services to industry clients. She helps her clients find creative ways to showcase the value of their products, building trust and consumer confidence. She’s often consulted for her unique insight, new perspectives, and unflappable communication style when tackling tough topics.

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

I’m passionate about facts. I wanted to ensure that a guide manual for dietitians to effectively communicate encouraged them to find evidence-based resources when they write or speak. Effective communication is the secret to everything. It helps establish (or ruin) relationships, it helps build trust, it helps build ideas, and ultimately it helps build success and happiness.

What is the impact you hope this book, and specifically the portion you helped write, has on the profession of nutrition and dietetics? I hope that dietitians will be reflective when they read this chapter and understand that when we communicate nutrition science, we have to put our personal beliefs aside and stick to the facts. I hope this chapter will encourage dietitians who are writing or speaking, to read the original research, confirm the validity of their sources, and objectively communicate the science to consumers.

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

Put your emotions aside when communicating science, and objectively present the facts.

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