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Contributing author:

Chapter 15: “Write Goals, Objectives, and Key Message Points to Focus and Organize a Message”

Lori F. Greene, MS, RDN, LD is a faculty member at The University of Alabama and also the Director of the Coordinated Program in Dietetics and has over 15 years of experience in higher education. She is currently completing her doctorate degree in Communication and Information Sciences with a research emphasis in health communication at The University of Alabama. Current research interests include effectiveness of education techniques, risk perceptions of food and nutrition messages, and food marketing. During her career, she has authored or co-authored eight peer-reviewed articles in journals such as *Obesity, Ethnicity & Disease*, and *Diabetes Care* focusing on weight management, body image, and minority health. She was involved in the Weight Management Dietetic Practice Group on their executive committee as the Treasurer and Communications Director and has served as the President of the Tuscaloosa Dietetic Association. She completed her dietetic internship and master’s degree at the University of Alabama at Birmingham.

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

As the search for authors for *Communicating Nutrition: The Authoritative Guide* was underway, I had just been accepted to a doctoral program in communication and information sciences at The University of Alabama and certainly saw a need for this book. When I received an email regarding the need for content for the *Communicating Nutrition* book, I knew I had to be a part of it as I learned more about best practices for communication and information-seeking through my doctoral program.

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