



Betsy Bingham Ramirez, MEd, RDN

Betsy Ramirez Nutrition

Contributing author:

Chapter 24: “Create Video to Maximize Impact”

Innovation and reinvention have been the cornerstone of Betsy’s career in nutrition and dietetics. She has loved nutrition communications since her time as a pioneer in retail dietetics that helped build a retail dietitian program from the ground up over 20 years ago. She continued her love for communications consulting for brands, blogging, speaking, teaching, being featured in national publications, and television segments. Betsy shifted her focus toward video in 2015. She authored 2020 Video Vision Planner, a monthly planner for the food and health entrepreneur, and has been encouraging dietitians to embrace video in her Facebook group, Making Videos for Dietitians.

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

Video is the future of communication! I wanted to share my video experience to help fellow dietitians take the fear out of video production. Video has transitioned from just being featured on a television segment to being in the palm of your hand.

What is the impact you hope this book, and specifically the portion you helped write, has on the profession of nutrition and dietetics?

We have just begun with dietitians using video as an accessible tool. It will be so exciting to see how dietitians use video in their courses, practices, and in social media in the future. My hope is to show others that they don’t have to be a professional videographer or photographer to access and utilize video.

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

Social media is the perfect platform to share “snackable” evidence-based videos with the public.

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