



Alice Henneman, MS, RDN

Extension Nutrition Educator, Emeritus

University of Nebraska-Lincoln

Contributing author:

Chapter 5: “Nutrition Communicators Identify Credible Sources”

Section 5 Showcase: “Web-Based Communication Provides Maximum Impact on a Minimal Budget”

Communicating science-based food and nutrition information to the general public and to multiplier groups working with the public has been Henneman’s profession and passion for 37 years. As an educator with University of Nebraska Extension, Henneman reached audiences face-to-face, through a variety of mass media, and via the Internet.

Nationally, Henneman is best known for her web-based activities. She helped create, contribute to, and recruit a team to build Nebraska Extension’s food website, which is one of the university’s top-visited sites. The quality and trustworthiness of her downloadable educational materials (newsletters, handouts, PowerPoints, posters, etc.) led to her materials reaching people in over 200 countries. Henneman has received numerous national awards for her educational materials and has given several national presentations related to communicating with the public. Now that she is (sort of) retired, she is devoting her time to helping mentor other nutrition communicators and presenting and writing on nutrition topics of special interest to her.

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 my book portion helps nutrition communicators gain skills to separate facts from falsehoods. And, that they will help future nutrition communicators and the public learn these skills to decrease the spread of “myth”-information. The overarching goal would be a healthier population following evidence-based dietary recommendations.

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

Communication is a two-way process. Strive to learn more about what your target audience “wants” to know before you tell them what you think they “need” to know. Aim for the sweet spot of where wants and needs intersect. Then, provide simple, specific, how-to steps to help them reach a goal that meets both their and your objectives.

Connect with Alice:

Website: www.alicehenneman.com
Email: ahenneman1@unl.edu
LinkedIn: www.linkedin.com/in/alicehenneman
Facebook: www.facebook.com/alicehenneman
Twitter: @alicehenneman
Instagram: www.instagram.com/alicehenneman