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Contributing author:

Section 3 Showcase: “A New Nutrition Conversation with Consumers: A Timeless Approach to Consumer-Focused Messages”

With a specialty in science- and consumer-based nutrition communication at both the national and individual levels, it is Shelley’s mission to support Americans in making personalized and realistic changes that are intuitive and sustainable for them so that behaviors confer long-lasting health and wellness benefits.

Shelley began her career in DC at the National Academies’ Institute of Medicine supporting key Food and Nutrition Board projects such as the Dietary Reference Intakes, followed by 8 years at the International Food Information Council conducting consumer research that informed issue-based education and initiatives for consumers and health professionals. Before creating Nutrition On Demand, a boutique consulting firm specializing in strategic nutrition support related to communications and policy, Shelley worked at the USDA Center for Nutrition Policy leading the nationwide MyPlate campaign to help the public implement the *Dietary Guidelines for Americans* 2015-2020.

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

The nutrition communications field continues to evolve as the environment changes—it is so different now compared to 25 years ago when I first started! I knew that this resource would be infinitely helpful to those who are beginning and traveling this path after us and would be a way to pay it forward to all the amazing professionals who have, and continue to, mentor and support me in this specialty.

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

You don’t have to throw a lot of money at it, but talk to and *know* your audience—be mindful that you are always coming back to this as your North Star.

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