7 RESOURCES TO UP YOUR COMMUNICATIONS GAME

For Dietitians

Created for you by your Nutrition Communications Coaches:

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Whether you're a reader or a listener, we've got you covered with super-helpful resources for boosting your communications skills.

1 A Must-Have Guide

Communicating Nutrition: The Authoritative Guide (2020) – written and reviewed by experienced nutrition communicators with the Academy of Nutrition and Dietetics

2 An Oldie But a Goodie Book

Difficult Conversations: How to Discuss What Matters Most (2010) by Douglas Stone, Bruce Patton and Sheila Heen

3 A Smart Podcast

Think Fast, Talk Smart: The Podcast, hosted by Matt Abrahams, a lecturer of strategic communications at Standford Graduate School of Business.

4 A Scientific Article

Using narratives and storytelling to communicate science with nonexpert audiences. Michael F. Dahlstrom. PNAS September 16, 2014 111 (Supplement 4) 13614-13620; first published September 15, 2014; https://doi.org/10.1073/pnas.1320645111

5 A How-To Audiobook

Stories That Stick: How Storytelling Can Captivate Customers, Influence Audiences, and Transform Your Business (2019) by Kindra Hall

6 Virtual Communications Webinar

Check out the webinar -- What's Next? Communicating in a Virtual World -- we presented at Dietitians of Canada. Now available on Learning on Demand.

7 Science Literacy Course:

A free, five-week online course from the University of Alberta that helps you think critically when presented with new information, including scientific research and media reports.

Quick Communications Win!

Want to capture people's attention and entice them to connect with you? **Mirror their language.** Visit Facebook groups and other online communities to see how your target audience talks about their food and nutrition challenges. When creating content -- written or video -- use similar words and phrases. They'll feel like you've read their minds!