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Author/Speaker/Consultant

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Author:

Chapter 13: “Effective Nutrition Communication Is Tailored for the Target Culture”

Chapter 42: “Nutrition Communicators Write Books to Make a Difference”

A nationally-respected author, speaker, and consultant, Roberta promotes the “power of positive nutrition” with practical, science-based guidance. She has authored the comprehensive, nationally-awarded *Academy of Nutrition and Dietetics Complete Food & Nutrition Guide* (5 editions), widely recognized as the ultimate resource for navigating food and nutrition issues facing today’s consumers. A skilled communicator, she has worked to inform, motivate, and inspire healthy eating among those at every age and stage of life – through trade books, cookbooks, children’s books, newspaper and magazine columns, and marketing communications – and through self-publishing and major publishers. She has authored food, nutrition, and health textbooks and developed preschool through grade 12 curricula, some focused on cultural diversity. Her leadership has extended to the Academy’s Food & Nutrition Professionals DPG, the Society for Nutrition Education and Behavior and its Foundation, the James Beard Journalism Awards Committee, the Global Culinary Initiative /Les Dames d’Escoffier International, other professional groups, and intercultural youth exchange.

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

This book adeptly takes us from communication theory to practice. As such, my hope is that it will serve as an invaluable and comprehensive resource for all food and nutrition professionals, to master different communication platforms, perhaps author a book ... to connect effectively with many audiences as culturally competent communicators ... and in so doing, help empower others to make informed decisions for health.

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

We need a broad skill set to shape healthy eating guidance! Because today’s nutrition issues are broad, complicated, and individual, no one nutrition message or communication strategy can apply to the different needs and learning styles, of different people, at different life stages. A media environment of limitless voices, information overload, and many unvetted messages requires us to acquire communication skills that encourage critical thinking, that resonate with diverse audiences, and that inspire action.

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