



Jaime Schwartz Cohen, MS, RD

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Contributing author:

Chapter 27: “Nutrition Communicators Have Greater Reach via Mass Media”

Always wearing two hats as a registered dietitian and seasoned communications professional, Jaime has nearly 20 years of experience combining knowledge and expertise in food, nutrition, health and public relations to create innovative media and HCP relations strategies for companies and organizations. Jaime leads a team of registered dietitians across North America and collaborates with food, health and science experts across Ketchum’s global network.

Recognized as a communication leader in both the PR and nutrition industries, Jaime has been honored among PRWeek’s “40 under 40” (2015), the recipient of the New York State Academy of Nutrition and Dietetics “Media Excellence” Award (2016) and was named “Young Dietitian of the Year” by the New Jersey Academy of Nutrition and Dietetics (2009).

She received a B.S. in nutrition from Penn State, an M.S. in nutritional sciences from Rutgers, and completed the University of Medicine and Dentistry of New Jersey dietetic internship.

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

With the emerging and evolving channels where anyone with a smartphone can disseminate information to the public, it’s never been a more important time to arm credentialed professionals with best practices for communicating nutrition.

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

Instilling confidence in nutrition and dietetics professionals and providing them with the tools they need to be effective communicators.

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

The line between mentors and mentees is blurred – no longer are the most seasoned professionals with your own interest the only people to look up to. Be opened-minded that you can learn from any colleagues, no matter their age, time in the profession, or experience in the field.

Connect with Jaime:

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