



Sylvia Rowe

President

SR Strategy, LLC

Contributing author:

Section 1 Showcase:

“Nutrition Communication is an Art and a Science”

Sylvia Rowe is currently president of SR Strategy which addresses the science to communications to policy continuum on a broad range of global food system issues including agriculture, food, nutrition and sustainability. She is also an Adjunct Professor at the University of Massachusetts Amherst and Tufts Friedman School of Nutrition Science and Policy. She is currently Chair of the National Academies of Sciences, Engineering and Medicine (NASEM) Health and Medicine Division (HMD) Food Forum, a member of the its Food and Nutrition Board and the Roundtable on Obesity Solutions. She also served on the National Academies’ Science of Science Communications: A Research Agenda Consensus Committee. Rowe is a Contributing Editor and columnist of *Nutrition Today*, serves on the Tuft’s Nutrition Advisory Council and has been recognized as an Honorary Member of the Academy of Nutrition and Dietetics (AND). Previously Sylvia served as president and chief executive officer of the International Food Information Council (IFIC) and IFIC Foundation, in Washington, DC. She has served on several Boards and Advisory Committees of the following: American Heart Association, The Obesity Society, Food Allergy and Anaphylaxis Network, American Society for Nutrition, Washington D.C. Mayor’s Commission on Food, Nutrition and Health, Grains for Health Foundation, University of Rochester Medical Center, Food and Drug Law Institute, Society for Nutrition Education Foundation, Maryland Title IX Commission and the American Society of Association Executives Foundation. She is also a member of the International Women’s Leadership Forum, the National Press Club and several scientific societies. Rowe received a Bachelor’s Degree from Wellesley College and was awarded a Master’s Degree from Harvard University, both with honors.

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

Cheryl and I are passionate about communication. It is one of the most challenging and important activities we engage in. Poor communication creates division and misunderstanding, while good communication builds bridges that support understanding and partnership. Nutrition communication IS both an art and a science. It must integrate evidence from a wide range of scientific disciplines, including communications and behavioral sciences. Nutrition communicators must also be sensitive to context, to their own instincts developed through relationships and experience, and to diverse perspectives.

What is the impact you hope this book, and specifically the portion you helped write, has on the profession of nutrition and dietetics? Cheryl and I hope that nutrition communicators, both new and experienced, will be challenged by this book to consider viewpoints different from their own. Whether exploring research, cultural perspectives, flavor, environmental impact, or any other aspect of food and health, an expert always has more to learn. Dialogue with people who think differently than we do is the best way to stretch ourselves and strengthen our expertise.

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