

The Food, Nutrition & Health Update 2017 Conference
Networking Session Table Worksheet Responses

Poll #1A
How do you define healthy food?
fruits, vegetable, beans
fresh, unprocessed, color
rainbow plate
mostly plant-based
whole, colorful, plants
NOT food-like substances
variety vegetarian tasty
variety produce fresh - tastes good
Tasty (Attractive) Variety, Moderate
Mostly whole plants
Colorful varied satisfying
I feel good
natural
REAL
nutritious & variety
nutrient rich
yummy
whole foods
Plant-based
Whole colorful
Not Processed
Organic "Whole" Foods - no additives
whole nutritionally dense
whole grain, plant - based foods, whole foods
whole, plant-based
oats, beans, vegetables
grows on plants
nutrient dense food
fresh & clean
calories, micronutrients, macronutrients
grown or raised
best for body
colorful, whole, low energy density
nonprocessed, fresh, whole
fresh, natural, simple
made from scratch
nutrient dense food

variety
culturally appropriate
tasty, satisfying, nourishing
nutrition
paleo
whole 30
nutritious variety
full of nutrients, low calorie
colorful, variety
individually nourishing
improves body
lots of vegetables
nutrient dense
real
Plant-based
Plant-based
nutrient dense
nutrient dense
nutrient dense
unprocessed
whole

Poll #1B
How do you think the PUBLIC defines healthy food?
protein powder smoothie
salad, granola
eat clean
super foods
low-calorie, high-protein
high-protein beverages
Gluten-free
Organic
tasteless, difficult, expensive
expensive, boxing, rabbit food
longevity, bad taste, time-saving
Tasteless
low-calorie, high-protein
organic, gluten-free, sugar-free
sustainable
local
Low fat
good for me
Natural Organic
bland
low calorie + fat
expensive

doesn't taste good
natural, organic, expensive
confused, conflicted, convenient
taste like cardboard
Low Fat, Low Sugar
organic, expensive
makes you "skinny"
farmer's market
Hard work
charitable
bland
uninteresting
punishment
green
expensive
organic
organic
plant-based
high-protein
gluten free
low fat
paleo
low carb
fresh
whole grains
low calorie
low fat
food labeling "enriched, low-sugar, low fat, all- natural"
"fruit flavored " contains real fruit
"organic" contains real fruit

Poll #2A
How do you think the average American evaluates if nutrition information is credible?
celebrities
family + friends
websites
"I am the one that trusts the label"
internet sources
whatever their trainer says
Read about it
ask friends
They don't evaluate
Their doctor or nurse tells them
Radio or TV
Friends
DOCTOR

family
Internet
Google
Packaging Claims
Mass Media - TV, Magazines
Advertising
Believe what we want to believe
Friends/ Family opinions
Told to them by an "expert"
Health claim on label
Fancy title on webpage
if it comes from my doctor
Friends
RDs
Diet Book
Good food label
if the USDA says it
If doctor OZ agrees, it must be credible
a doctor says
the coach
Dr. Oz or Oprah
Web
social media
family members
someone who cooks
Dr/Provider or Authority
made claims/ testimonials
Marketing
They don't evaluate
How much the weight loss is
Dr. Oz effect
a doctor says it
Nutrition facts - how many calories
Frequency of exposure
like-minded advice form peer group
Call themselves a doctor
public figures
hear it from media
your mom
outcome is appealing
Facebook friends
Model Promoting
social media following
blog post
top google search
if it is repeated

Poll #2B
How do you evaluate the credibility of nutrition information?
evaluate the source
USDA evidence library
EAL
Validity
translational
look at the body of knowledge
look for reliable source
research based info
research based peer review
evidence
scientifically-based
pub-med articles
peer review journals & NIH website
Google
research publications
AND
Dieticians
CDC/NIH
Professional Journals
Critical Thinking Cap
Research-based conferences
scientific studies
leading research experts
Credible source credentials
Sample size
funding source
"peer reviewed"
Feels limitations
current
duration of the study
who funded it?
evidence based
Credible source
research
original sources
colleagues
consistency of research
source size - reproducibility
source of funding
NIH
Vigorous peer review
evidence based
PHD or RD degree
People trusted

read the research
credentials
Funding for research
.org, gov or edu
read the label

Poll #3
What motivates people to change behavior or habits?
Spouse or Child
Life threatening
weddings
health crisis
pregnancy
emotion
Family illness
special event
negative health diagnosis
self-awareness
pregnancy
clothing doesn't fit
hospital admit disease
health crisis
fear of disease - class reunions
marketing
children/ family
facing new illness
aging
social support
Pro! Support
\$ education
fear of appearance
marketing
media
fear
illness
success
incentives
competitiveness
vanity / appearance
influences
media
fear
a desire to lose weight
concern for their health
shocking event
Fear

seeing others be successful
make a change for family - to be caretaker
physical appearance
it's a goal like a bucket list or a marathon
Vanity
Social pressure
fear
health crisis
significant emotional event
easy access
food environment
economics
life change
health
inspiration from someone
personal interaction

Poll #4
How does evidence-based knowledge become the motivator for the consumer? For you?
delivered by someone respectable
simple messaging
dieticians
on-site nutrition advice
making information relevant
when there is a personal connection to the topic, speaker, or message
understanding risk/ benefit
constant communication - repeated exposure
personalized
emotion
motivational interviewing
illustrative stories/ relating
understanding risk/ benefit
help in interpreting the evidence
how to apply the knowledge
media
peer education
if it pops up on google first
to validate what they already think
you tell me
it doesn't sell
linking evidence to fears or emotions
present the evidence and connect it to a personal experience
translate the evidence into words that apply to the real world
linking words to policy makers and industry
broadly applicable stuff that can't be contradicted
general info isn't always applicable to the individual

what is evidence?
What is "health?"
Understand the consumer
applied
repetition of the same messages
people around you
feel better
refer to experts