

The Food, Nutrition & Health Update 2016 Conference

Networking Session Tables Worksheet Responses

<b>Poll #1</b>
<b>What are some recent food trends? Which ones sound crazy to you?</b>
meatless Mondays
ketogenic diet & soylent
juicing
detoxing
microbrews
raw (sprouts)
low-fat trend decreasing
home-raised meat
MSG
dairy free
Foods that cause belly fat
raw foods
slow food movement
Atkins/low-carb
smoothies
everything allergic diet
Bullet Proof Diet
protein supplements
FODMAPs
bread
chia seeds
hemp
alternative milk
supplementation
savory oatmeal
oxygenated/alkaline water products
buying local food
knowing where food comes from

<b>Poll #2</b>
<b>Of these trends, choose ONE or TWO to discuss among your table and note how they have affected you either personally or professionally.</b>
fads make eating out hard for people w/ allergies - ashamed
First year always finding new diets
Hard to find a balance
take snippets and change the concept of diet

people should see how their bodies respond instead of going into all those crazy diets.
misguided beliefs about nutrition
equating health with ingredient avoidance
diets built around completely false/non-evidence based ideas - paleo/caveman diet
each member of the family has a different food thing
newly diagnosed diabetics wanting a new, carb-free diet
fear of carbs (naturally occurring and refined)
sorting out fact from fiction to translate it to the public
differences in lifestyle not taken into account
supplements vs whole foods
Low fat trends in the low income population
lactose allergy found through whole 30 diet plan
trends creating food phobia
feeling of guilt, shame, and failure
kids thinking gf is bad because of differences in messaging between countries
insect protein in products
Food trends miss rural areas so only those with allergies are gluten-free
food labs having gluten-free protein push, results in lots of confusion about what to eat
akaline- add to water or food
whole 30- time consuming, expensive, weight loss
degree of sensitivity/allergy & cross contamination concerns with GF
adapting recipes to be GF for clients
Family member is gluten intolerant
teaching
idea of insect protein in foods is unappealing
gluten free cooking on budget/snap- people think it's healthy when it might have fewer nutrients
people trust companies to tell them what is healthy based on labels, or just think it's good for you
Whole grains with gluten are considered bad for you in diets like paleo even though they aren't shown to be. Often these people are eating too much meat, not enough grains.
not being obsessive about specific choices
program delivered for a personal contact
coconut oil diabetes
socially affected
unregulated supplements
importance of balancing food groups while being gluten free
coconut oil- good for hair, great tasting on popcorn
hispanic families impacted when youth decide to go vegan
savory oatmeal

<b>Poll #3</b>
<b>What are the drivers of food trends and how do they get traction?</b>
<b>How do you contribute to these drivers?</b>
hashtags
bogus articles/blogs that get shared
people getting together and just talking about new trends
USDA is behind but we should help drive trends in the right direction

diets connected to companies
testimonials and financial backing
gyms
re-training the public working within a budget to have good, tasty, healthy food
diets/cleanses, unsustainability
marketing- lose education
people hear what they want to hear
dietary guidelines
money
end goals -> health
coconut oil in mommy blogs
need to be where the conversations are happening
producers reaping benefits, encouraging skepticism
CAD in kids with increased coconut oil diet
judgement
teach how to find sources
we simplify our messages "broccoli sprouts cure cancer"
anti-science, mistrust of authority
we want things to be simple and catchy
buy something = an answer
making a trend approachable or nonrestrictive by applying it to comfort type foods
"vegan until 6" Mark Bittman diet to decrease animal product consumption
celebrities embracing things or endorsing them
show "my diet is better than yours"
accessibility
new statement
poor diet creates poor health and then we want a quick fix
we don't always communicate evidence based practice in a well understood way
local movement
peer pressure and demand
easy way out
instagram suggests recipe, maybe not healthy
talk among family, coworkers, taking the new trend/method together
need to control something
makes them feel power
media makes instant fix credible
weight loss or health as a hook
paid/unpaid spokespeople
going viral
messages change via social media sharing
little nutrition education-- in public and doctors
normalizing of trends

<b>Poll #4</b>
<b>How do you respond and react to these emerging trends?</b>
<b>How can we help make the evidence-based nutrition knowledge the food trend?</b>
tools to apply at home
think about what we can have, not what we can't have -approachable/taste good
we as americans are gullable
Hard to respond to "friends" want to be supportive but want to respond critically/don't want to judge
don't give advice, but you can give your opinion
being respectful, everyone is not the same.
Get to know clientel that you are serving and honor them but give them the info and hope for the best
help understand their thinking and their reasoning (weight loss? GI issues?)
need expensive marketing to reverse engineer what's going on
make nutrition education essential in school
create community kitchens to teach people basic skills surrounding cooking
pause and research question in terms of moderation, variety, balance, and lifelong sustainability
frequency= believe
"don't crawl into your corner and hide under your lab coat"
image issue with the academy and sponsorships
area of commonality- looking for points to build on
celebrity ambassador
trends are sexy, increase in recipe views, increase in all media
really look at what trends are, make the evidence based the trend
show people how to do it, quick and easy, tools like social media
balance, some fads have good parts to them
make relevent to people on low income, some trends are good, use good from fad diets
learn to cook, local champions, trained educators
don't alienate people, show alternatives
celebrity videos with healthy eating
use social media, celebrity, et.c some nutritionists have following
increase nutrition education to doctors, and more nutritionists at family clinics
gardening, growing
tasting tables = exposure
align nutrition and public health with the monthly trends
behavioral economics -> making the environment so that making the healthier choice is easier
making it harder to find the misinformation
educate ourselves on why people are making their choices
no "you should" language, it's alienating
keeping on top of research and staying consistent
critical thinking
be part of the conversation
change communication skills (story telling)
quick visuals
peer education
"glamorous lifestyle"
"disordered eating" becomes mechanism for control
food is sexy, make nutrition= food, advertise

access
battling multi-million dollar industries
nutrition professional relationship with marketing team
educating people on what is a good source
using social media in our favor
build trust so that people will come to use for information and trust us as a source
controversy helps things get popular
use techniques that food marketers and advertisers use to sell products
study how foods like kale came to be popular then employ those ideas (restaurants, chefs, farmers)
some don't respond and react
direct people to reputable sources and websites rather than trendy ones
show tangible results (feeling better) and make it easy, personal
health professionals using social media more, making nutrition fun
positive messages rather than negative
rather than telling them they are wrong, try to educate them on how to do it healthier
use catch phrases to get their attention
stay up on the trends by tapping into variety of reliable sources
use the trend and embrace and refashion towards health
what Leanne Brown is doing <3