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+ ***The Psychological
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+ ***Goodbye, Clutter!***
How to Catch Your
Reader's Attention on
Social Media

+ ***It Takes Guts:***
Dr. Joanna's Overnight
Ascent to Gut-Health
Expert

COVER STORY:

***In the Red Corner,
Introducing
Brisbane's Own...
Say Manolis!***

SEPTEMBER 2018

Step *inside*

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Dietitian Connection is now accepting submissions of original photographs to be featured in upcoming issues of Infuse.

Snap a pic relating to any aspect of food, nutrition, and/or your work, then send it to:

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***Infuse it with inspiration, innovation,
creativity and, of course, your personality.***



infuse

STEEP YOURSELF IN INSPIRATION,
INNOVATION & DEBATE
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Letter from Your **Editor**

**We're officially
a year old now at Infuse,
and into our fifth issue.**

Hurrah! Thank you for joining us for the ride thus far – we're so proud of what we've been able to share with you.

Some amazing highlights include our cover stories with Business Chicks' CEO Olivia Ruello, Jamie Oliver and Luke Mangan; profiling entrepreneurs like FRANKiE4's Caroline McCulloch and restaurateur Chris Lucas; exploring the ground-breaking Mater Room Service program; meeting inspiring dietitians such as Rachael Bradford, Amanda Clark and Nicole Dynan; hearing from researcher Prof Sally Dunwoodie about her work on niacin & birth defects; catching rising stars like Dr Megan Rossi; and so much more.

If you've missed any past issues, you can find them online at www.dietitianconnection.com/category/infuse/

We hope you enjoy this issue, and thank you again for being a reader of Infuse. If you have any suggestions on how we can make year 2 bigger and better, we'd love to hear from you! [Anyone you're keen to see on the cover, for example?]

**Cheers,
Laura**

From the Desk

of Maree Ferguson

Founder & Director, Dietitian Connection



Seeing Sav Manolis on this issue's cover with champion fighter Jeff Horn reminded me of something very important: the value of thinking globally.

Brissie-based Sav spent a chunk of time in Las Vegas recently during the lead-up to Jeff's June fight in the US. He prepared meals in the casino kitchen for Jeff alongside renowned chefs, acquire cutting-edge knowledge from the world-class sports trainers he met, and shopped local markets to learn about emerging food trends in the US.

Then he brought all of that back home to Australia – and his clients now enjoy a sports dietitian who is able to translate those global experiences into innovative, results-driven strategies.

At DC, we, too, strive to think globally. Our intention – from our inception – was to create a community of dietitians connected around the planet. And while our roots remain firmly in Brisbane [we love you, city on the river!], these days more than ever we're focused on embracing the world as a whole, for our members' enrichment.



Apollo International Clinical Nutrition Update,
Chennai India

To this end, we're about to head to FNCE in Washington, DC in October to network with dietitians from both the US and around the world. We've also added a new DC team member, Libby Rothschild, who's based in New York and is responsible for the recent surge in enthusiasm and likes on our social media platforms [thank you, Libby!]. We continue to introduce you to experts from around the world in our webinar and podcast series. And we continue to see growth in the number of DC community members from countries far and wide [Hello, Canada! Hello, Singapore!]

By thinking globally, we become an even more connected, savvy and wiser community of nutrition leaders. And here's cheers to that.

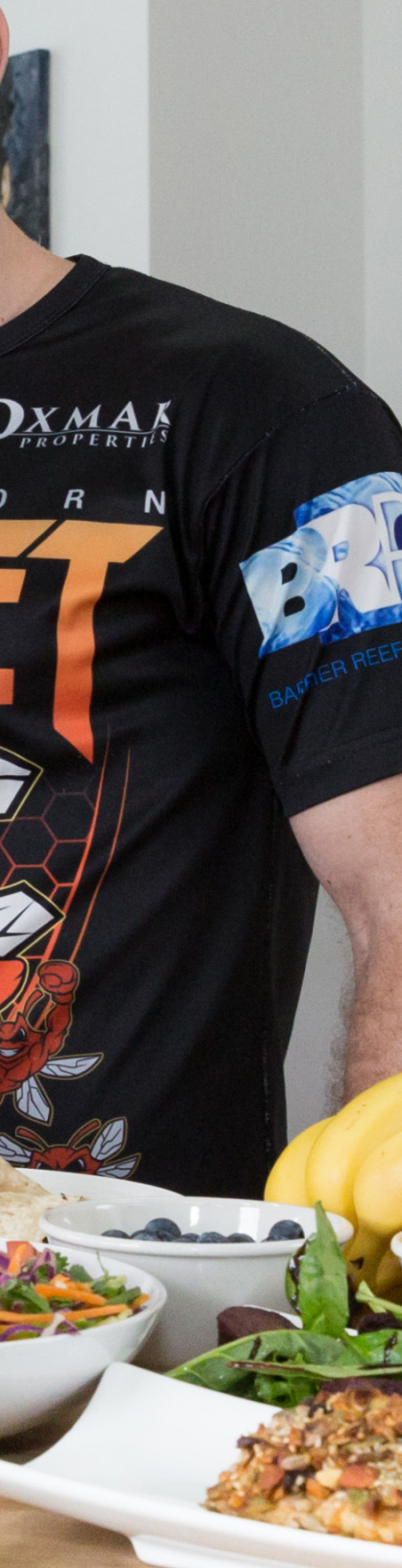
Maree

PS To our new members from around the world: we say a big hello and look forward to your contributions to our community!



Top: Meeting International Chef, Author and hero Jamie Oliver, Above: Annual FNCE conference





For the Main Event:

In the Red Corner, Introducing Brisbane's Own... Sav Manolis!

The media dubbed it “The Battle of Brisbane”, and the news reports were impossible to miss, regardless of whether you were a boxing fan or not: “One of boxing’s biggest shocks”... “The Brisbane schoolteacher who stunned the world”... “One of the greatest moments of Australian sporting history on home soil”...

Boxer Jeff Horn pulled off an incredible upset over welterweight champion Manny Pacquiao in April 2017, immediately making a global name for himself and securing his position in boxing history. But did you know that this elite athlete had an ace up his sleeve to ensure he was performing in optimal condition?

Enter Sav Manolis, APD. The Brisbane-based owner of Optimise Nutrition serves as Jeff’s personal dietitian, ensuring Jeff’s nutritional intake gives him a performance edge over competitors.

interview continues overleaf...

We just love a great success story, especially one involving two hometown heroes, so we leapt at the chance to chat to Sav about his partnership with this world-renowned athlete.

"I've been working with Jeff over the past 3 1/2 years," said Sav. The pair first connected through Sav's affiliation with Dundee's Boxing and Fitness club in Brisbane.

"Dundee Kim [club founder and owner] was, and still is, Jeff's strength and conditioning coach," Sav explained. "I'd recently completed the SDA sports dietetics course, and was eager to commence putting the science and evidence into practice. That was when Dundee introduced me to Jeff."

Sav already had experience working with amateur boxers. "Prior to my work with Jeff, I was affiliated with boxing gyms around Brisbane, nurturing my interest in sports nutrition.

So, I had some insight into the level of training and energy both amateur and professional boxers exert. Along the way, I'd learned it's more about understanding the sport, optimising your performance and gaining an

advantage over your opponent."

But Sav had to jump in with both feet quickly to ensure he was meeting the unique nutritional needs of an elite athlete like Jeff. "While fuelling and refuelling were important to Jeff's training, it was just as important to manage recovery, repair and rest," noted Sav.

Armed with this new knowledge, Sav began what's become an ongoing, year-round collaboration with Jeff.

"Throughout the year, I collect multiple points of data around Jeff's weight, physique and sweat rates. Then, in the preparation stages for an event – usually 12–14 weeks out – I hone in on his dietary requirements to meet training demands and physical targets," shared Sav.



Meal prep is a key component of this strategy. "I meet regularly with Jeff and his wife Joanna to discuss the challenges of meal planning and prepping. We've set goals around the timing and composition of meals, as well as macros around training –and, of course, taste!" said Sav.

Speaking of taste...his client clearly loves the flavour of food, which Sav was happy to accommodate. "Jeff has made it very clear that he needs to continue to enjoy his food, so I balance the dual challenges of meeting his nutritional requirements while ensuring he enjoys what he eats!" Sav shared. "Working long-term with an athlete, you get an understanding of their likes and dislikes – and they learn to take on board your education and adapt it to their own choices."

Sav shared an example of how he manages this balance of flavour and nutrition: "I take a meal Jeff enjoys and work to improve the quality of some of the ingredients or cooking methods used. For instance, Jeff dislikes porridge; however blending oats into a smoothie is more palatable for him. Also, Greek yoghurt has become very versatile in Jeff's diet recently, because he can use it as a substitute for dressings that are generally higher in fat and sugar. He's grown to enjoy Greek yoghurt!"

interview continues overleaf...



Images courtesy of Paul Lewin Photography

“...I balance the dual challenges of meeting his nutritional requirements while ensuring he enjoys what he eats!”



Sav has also mastered the unique challenge of staying in touch with Jeff to support the boxer's nutritional needs for an upcoming event – despite differences in continents and time zones. “In the past, I’ve provided Jeff with a comprehensive plan typically for several days leading up to the fight, where certain nutrient requirements change, and dietary practices are altered,” explained Sav. “More recently, I’ve travelled overseas with Jeff to support his diet, oversee his meal planning and ensure he implements these practices leading up to an event.”

We’ll be keeping an eye on the Brisbane boxing hero as he continues his incredible career...and of course, keeping our other eye on that talented sports dietitian in his corner who’s fuelling him for the fight!

LEARN MORE:



<https://www.optimisenutrition.com.au>



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Sav's Las Vegas Diary

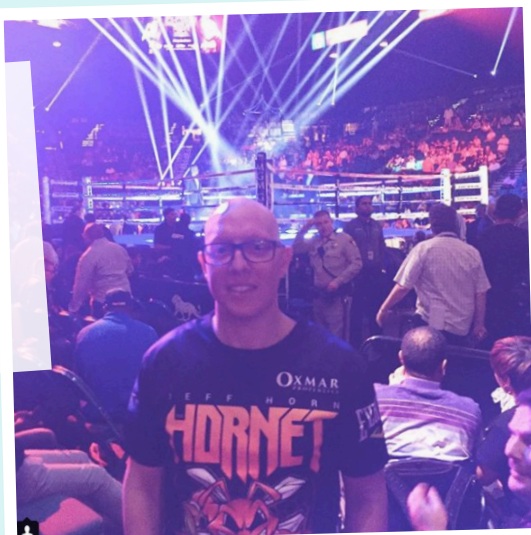
Sav was lucky enough to accompany Jeff Horn to Las Vegas to prep and support Jeff during his June 2018 fight vs. Terence Crawford. Sav shared with us some of the highlights of that experience, so we can all feel what it's like to be ringside at a prize fight – and, behind the scenes, nourishing that fighter with carefully selected meals in the lead-up to the event.

“Prior to becoming a dietitian, I dreamed of becoming a chef – but found that the long hours were too challenging. But my dream recently came true – in a different way.

I had the opportunity to work in one of the main kitchens at the famous MGM Grand Hotel – alongside incredibly talented chefs – while I was in Las Vegas, accompanying Jeff Horn for his highly anticipated fight.

It was my role to oversee Jeff's diet starting from 10 days out from the fight, ensuring that his meals were balanced and controlling his levels of sodium and fat. I was also actively involved in his nutrition and supplement plans.

As conditions in Las Vegas differed due to climate, I constantly monitored Jeff's hydration status, both around training and leading up to weigh-in for the fight. I was also actively involved in his weight-cutting process for the fight, which allowed Jeff to lose minimal weight on weigh-in day. This, in theory, should reduce any negative performance encounters.



Images courtesy of @optimisnutrition

Additionally, I was responsible for rehydrating and refuelling Jeff before the fight itself, ensuring he regained muscle glycogen stores, hydration and energy within a 24-hour period from weigh-in.

What a busy time it was! I cooked breakfast, lunch, snacks and dinner – around the clock! – for Jeff. If I wasn't in the kitchen, I was either traveling with Jeff's entourage to training, or at the Whole Foods Market, shopping for fresh produce.

When I was cooking in that renowned kitchen, I was in my element! Jeff also loved the meals I was preparing, and said he was so thankful."

Sav Manolis







Inspiration Station: **Country Kitchens Program Brings Healthy Eating to Rural Areas**

For our Aussie readers, the phrase “Queensland Country Women’s Association” (QCWA) evokes images of a delectable “cookery book”, first published in 1959, filled with classic recipes that were then handed down through generations.

On the foundation of that positive association, in 2015 QCWA launched a program called Country Kitchens “to support people living in regional, rural and remote Queensland to improve their health by adopting healthier eating practices”. Through the program, Facilitators – including APDs – delivered in-person nutrition and cooking events statewide.

Program coordinator Fiona MacKenzie spoke with us recently about the impact of Country Kitchens, sharing lessons applicable for all dietitians who work in the community to positively impact behaviours.

article continues overleaf...

“The QCWA has a long history as a strong and passionate volunteer workforce.”



What are you most proud of from the Country Kitchens program's work?

The program provided a platform for passionate, community-minded and driven women to support healthy behaviours in their communities. We trained and supported over 150 QCWA Branch Members to become Country Kitchens Facilitators. They, in turn, brought the program to their community through showcases, Hands on Nutrition Workshops and community activities. These women have been an inspiration.

What was your biggest challenge – and how did you overcome it?

The QCWA has a long history as a strong and passionate volunteer workforce. The organisation has a community service focus, is renowned for its members' cooking skills and has statewide infrastructure to support health promotion on the ground. The greatest challenge has been to mobilise the organisation to view these attributes and strengths as capacity to be an agent for health promotion in the local community. The program team built a strong working relationship with the Association, which enabled the program to be developed through a co-design process and implemented collaboratively, supporting the mobilisation of their capacity.

What has the response been from the community?



Images courtesy of Country Kitchens

LEARN MORE:



<http://www.qcwa.org.au/countrykitchens>



[facebook.com/qcwacountrykitchens](https://www.facebook.com/qcwacountrykitchens)



[@qcwacountrykitchens](https://www.instagram.com/qcwacountrykitchens)

An Extraordinary Experience for Dietitians

Well received, by the 80 communities that engaged in the Hands on Nutrition Workshops! Like many of the QCWA Branches engaged in the program, the QCWA Charleville Branch leveraged the program to build partnerships with community stakeholders. These provided a platform for the Charleville Facilitator to implement a number of cooking and nutrition promotion workshops with local schools, the school of distance education and within surrounding communities.

How can dietitians get involved in supporting the program?

Purchase your copy of the 'In My Country Kitchen' cookbook – in hardcopy or eBook. The Cookbook celebrates the very best local produce Queensland has to offer in recipes contributed by QCWA members from across the state. All profits support QCWA to continue to run community activities in their local area. Also, get in touch with your local QCWA branch; they may be running local community health promotion activities and could use your support in promotion, or share your expertise at their community events. Visit the QCWA website to find your local branch.

What's ahead for Country Kitchens?

Our fabulous Country Kitchens Facilitators will be continuing to support and promote healthy behaviours in their local communities. These activities range from healthy catering, showcasing and cooking demonstrations at local shows, organising and coordinating health awareness days, and hands-on nutrition workshops.

Fiona highlighted the diversity of the skill set required for dietitians involved in the Country Kitchens program. Its dietitian facilitators worked with over 80 local communities to plan, develop/design and implement nutrition promotion initiatives – all, while travelling to regional, rural and (sometimes very) remote communities.

"We have created a unique nutrition criteria we use to assess every recipe, and taught our facilitators how to modify recipes to ensure they are healthier," noted Fiona. "This has been very successful, and the resultant cookbooks demonstrate this behaviour change."

The program has also developed many skills for the dietitians in the first three years. "Partnering with Monash University to develop and implement a research strategy enabled the team to hone research and publishing skills," said Fiona, "with all abstracts accepted at the last DAA conference -- importantly, skills and knowledge development in community capacity building. This quite abstract term was studied with the team developing readiness scales and markers for each of the eight domains of health promotion capacity as they related to the country kitchens program. This is developing the role of the dietitian into that of community nutritionist or public health nutritionist."

The second phase of the program will look toward the environmental determinants of health; importantly, better understanding the existing capacity for health promotion in communities, and then building on that through localised targeted strategies.



Image courtesy of @DietitianConnection

Goodbye, Clutter!

How to Catch Your Reader's Attention on Social Media

Yikes! Social media is so “cluttered” today – which you probably know from your own feeds. It should come as no surprise, then, that the average attention span of a reader – meaning, how much time we actually have to grab their interest – is on the decline.

In fact, social media and marketing expert Mel Kettle – who recently hosted a webinar for DC on the topic – tells us, “According to a study from Microsoft in 2015, the average person’s attention span is just under 8 seconds. They suggest this lack of concentration is due to our increasingly digital lifestyle. It’s dropped from 12 to 8 seconds since 2000!”

Mel has over 20 years’ experience in this area, and during her career has found that one of the biggest challenges businesses face is how to communicate effectively so they attract, retain and engage their customers and clients. So, we set out to learn from Mel how to reach our key audiences as effectively as possible – in this blink-of-an-eye 8-second timeframe.



Pick Your Platform Wisely

Mel recommends keeping your focus narrow at first: identify your target audience, get a good understanding of where they “hang out” online – then, go to the social media channel where they already are. “While there are many options (e.g., LinkedIn, Facebook, Twitter, Pinterest, Instagram, Snapchat, etc.), I strongly suggest you start with just one,” says Mel. “Most businesses will either choose Facebook, Instagram or LinkedIn as their starting point.”

Have a Game Plan

For any channel you choose, Mel suggests this approach: decide how frequently you will post, the purpose of posting to that channel, the type of content you’ll post, your budget – and how you will measure success.

Set Goals to Measure “Success”

“How you judge social media success depends a lot on what your social media goals are,” notes Mel. “Be careful of using ‘likes’ as a standard for success, as high numbers of likes can easily be bought.” Look instead at your engagement, she suggests – and not just how many comments you get, but more importantly, the nature of those comments. How many people share your posts? How does it drive traffic to your website? Is it leading to a direct increase in new enquiries and/or sales?

Grab Attention with Proven Tactics

To cut through the clutter, Mel suggests trying posts that tell a story, use eye catching visuals (photos, infographics, drawings etc) and use video. “Just make sure your posts are eye-catching on a small screen,” she cautions, “as most people use their phone when checking their social media accounts.”

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Images courtesy of
@DietitianConnection

Interweave Your Business and Personal Lives

You can combine your business and personal lives without baring your soul, Mel says, but it's important to remember that people do business with people they know, like and trust. "There are ways to weave in the personal with the business, and using storytelling is a great way."

For an example of how to do this, check out her recent blog post: <https://www.melkettle.com/2018/06/making-master-stock/>



Image courtesy of @DietitianConnection

Images courtesy of @DietitianConnection

you know you're an adult when
you get excited just to go home

So it turns out
that being an adult
is mostly just Googling
how to do stuff.



Be Real

"It's really difficult to put up a fake front for a long time," says Mel. "People who aren't authentic are usually caught out sooner or later." When you're authentic on social media, other people can relate to you more easily, she explains, which increase the trust factor: "It's easier to build a relationship based on trust when you show your authentic self. This is true regardless of whether you are an individual or a brand."

Focus on Creating Stronger Relationships

"Show your true self, and your personality", Mel says. "Do this by using video, especially live video where you can't hide behind fancy editing. Be yourself, show your personality and have fun with it! "



Mel Kettle is a communication and social media expert, speaker, author, trainer and mentor.

LEARN MORE:



<https://www.melkettle.com>



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[@melkettle](https://twitter.com/melkettle)



Connect with Mel on LinkedIn

It Takes Guts:

Dr. Joanna's Overnight Ascent to Gut- Health Expert

Dr. Joanna McMillan is a household name today. The many hats she wears could fill a room: internationally renowned dietitian, sought-after media pundit (including for the Today Show), author of multiple books – and a respected gut-health expert, who recently hosted the acclaimed “Gut Revolution” series on ABC’s Catalyst.

But she didn’t get there overnight. In fact, Joanna struggled early on, as an expat single mum of two with financial challenges. What made the difference was the decisions she made along the way.

This legend of nutrition communications recently shared six top tips to help us find the “guts” to pursue our career dreams (and no, plotting to be an “overnight success” is not a wise strategy!).

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Image courtesy of
@drjoannamcmillan

Don't Take No for an Answer.

Joanna came to Australia “with nothing more than a credit card bill” and a desire to do her PhD at the University of Sydney. When she got a no response from the Uni, she walked into the department and said to then-head Prof. Ian Caterson, “I want to do a PhD. I’m Joanna.”

1

1

continued...

He helped her get a scholarship, introduced her to Jennie Brand-Miller – and things took off from there. “There’s a real lesson,” said Joanna. “Go and put your face in front of someone, and often a face-to-face meeting is what opens the door.”

2

...and Just Say Yes. “In the early days, all I did was I said yes,” said Joanna. “I said yes to every media interview that I got. I said yes to appearing on television. That’s how you have to do it. Be available to journalists. Recognise they have really tight deadlines, so you have to get back to them very quickly if you want to be the person that’s quoted. Then, over time, you’ll find that they’ll come to you.”

3

Don’t Fear Competition.

Refreshingly, Joanna embraces seeing more dietitians in the media limelight: “When I first started in the Today Show, there weren’t any other dietitians. Now there are several who will appear, and I think that’s a great thing. It’s refreshing, and it means that we’re getting a really good consistent message out there.”

4

Recognise Your Own Value.

“Be secure in what you can bring to the space,” Joanna shared. “The minute you start doubting yourself and thinking, ‘Oh, I’m not as good as all these other people,’ then you’re going to fail. Have confidence in your own abilities and understand what your weaknesses are – and what other people are better at.”



Images courtesy of @drjoannamcmillan



Behind the Scenes with Dr Jo on the "Gut Revolution" Series

5 **Grow a Thick Skin.**
 "Not everyone will love you," Joanna pointed out. "There will be people that disagree with you. Learn how to handle that and remain professional and calm at all times."

6 **Remember, the Struggle Can Be Real – Regardless of Your Level of Success.** "There's often many times where I feel like I'm just juggling all the balls in the air and trying to make sure that none of them fall," said Joanna. "If people are very honest about it, that's the way that I think that most of us are."

LEARN MORE:



<https://drjoanna.com.au/>



facebook.com/drjoannamcmillan/



[@drjoannamcmillan](https://www.instagram.com/drjoannamcmillan)

We loved watching ABC's "Gut Revolution" series – and Dr Joanna loved hosting it just as much! It was a long taping, she said – close to 300 hours were filmed, much of which didn't make it to air. But it was worth every second for Dr Jo to be part of such a landmark program, especially as science is rapidly gaining respect for the potential of gut health to positively impact the entire body.

"'Gut Revolution' was fascinating," enthused Joanna. "It gave me the opportunity to interview researchers all around the world. What I found was, no matter which area of science the expert specialised in – from neuroscience to microbiology – all said that ultimately, the major thing that affects your microbiome is diet."

Her research career started in gut health, so she's long been excited by the subject. "It also excites me," she said, "because when we get down to this level of the microbiome, then we start to really understand where our science training comes into play, as dietitians."

This is a really exciting space for dietitians, Joanna feels. "The microbiome is front and centre at the moment, in terms of understanding the research and translating it into ways to help improve our gut health. Dietitians can play a very key role here. We are the experts about helping people to manipulate and change their diets."



Book Nook:

5 Questions with Catherine Saxelby

She wrote the book – literally – on healthy eating! Catherine Saxelby is a well-respected APD, blogger and media food commentator. But wait, there's more: she's also an award-winning author who's been releasing books on all aspects of nutrition for over three decades now (her first, "Nutrition for Life", was in 1986).

Catherine has now re-introduced an updated version of her classic "Complete Food and Nutrition Companion" for today's changing times. We recently chatted to her about the impetus behind this revision, what's new in it – and why you need this book on your bookshelf, stat!

1. Catherine, what inspired you to author an updated version for 2018 – was it based on reader feedback, cultural shifts or other factors?

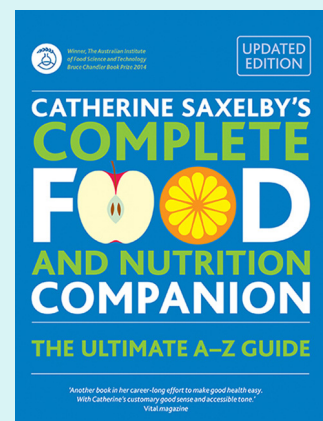
Things had changed in the world of food and nutrition, and the first edition from 2012 was getting a tad out of date. So, this revised version was inspired by factors such as food trends today and consumers wanting more info that I knew wasn't in the original book.

2. What are the key updates from the original edition?

I inserted new sections on coconut, including coconut fat and coconut sugar (which I get asked about a lot); hemp; lupin; the downside of raw milk, due to the death of a child in Victoria in 2014; the demise of the red Heart Foundation Tick, combined with the rise of the Health Star Ratings; and folate.

Plus, I've updated the whole of the text to better reflect today's nutrition thinking, e.g., discretionary foods, plant-based diets, eating less sugar, additives and which to avoid, diet for better mental health, vegan eating, low FODMAP diets, food waste, the ketogenic diet, intermittent fasting, Paleo eating, seasonal eating, fructose and obesity, the decline in light and low-fat foods. And let's not forget the end of diets and dieting for weight loss.

interview continues overleaf...



GET IN TO WIN!

We're giving away a FREE copy of Catherine Saxelby's new book to one lucky *Infuse* reader.

To enter, simply email us at info@dietitianconnection.com (put "Contest" in the subject line) & include your name, email, phone and one sentence on why you need this on your bookshelf. Competition closes 1 October 2018 and winner will be announced in the DC newsletter.



Catherine Saxelby's Complete Food and Nutrition Companion
Hardie Grant Books 2018
RRP \$39.99

ISBN: 9781743794753

Format: Paperback / softcover

Country of origin: Australia

Pages: 408

Weight: 1.3 kg

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3. What gaps exist in the nutrition bookshelf that this new text fills?

There are many nutrition books from the UK and the USA, but few by Australian authors (as our market is a small one by comparison) and even fewer by qualified dietitians. I wanted to change that! So, I love finding a book with Australian stats and local food brands in it. Plus, I get a thrill to know that my book supports local Australian bookshops and publishers.

4. Among its many audiences, we see this as an important text for new dietitians starting out in their career. What advice would you offer to this group on how to get the most out of your book?

Use it as a quick reference book. Also, it helps you put information into language you can use with the general public – it's not a book for a health professional. Just remember that it's my interpretation of nutrition issues, and yours may be different to mine: e.g., I am not a vegan, but I understand the desire to prevent cruelty to farm animals and to improve the planet – even though these are not nutrition issues, but ethical issues. A vegan dietitian would have a different take on these topics.

5. What do you enjoy most about being an author?

Not much, as it's long hours of solitary work. I need to double-check everything I write to make sure I've quoted my sources correctly. And I always get questions that I cannot answer – which I guess is grist for the mill! But still hard to swallow – I guess that's the complexity of foods and individuals.

[Click here to learn more and purchase Catherine's book.](#)

The Psychological Impact of Body Image

by **Glenn Mackintosh,**

Psychologist specialising in eating, movement, weight, & body image



With all the work I do in weight management, body image may be the biggest issue people face today. Almost all of my clients struggle with their relationship with their body in some way: the people who live in the largest bodies, the smallest - and everyone in between. Body image concerns are now so pervasive that psychologists talk about a “normative discontent” – meaning, it’s normal to be unhappy with your appearance, no matter your weight, shape or size.

Seeing the commonness and cost of body issues, it has become a mission of mine to help people towards “body positivity”, and I must say it’s the most rewarding work for me.

While many of us may seem okay on the outside, as a therapist, I get a unique view into the inner worlds of people struggling to feel comfortable in their own skin. I see the psychological cost of having a negative body image, and it’s real.

Here are some examples I’ve seen in my practice recently:

- A middle-aged woman, in tears; she’s lonely, but “can’t” see her friends at her current weight.
- A man having trouble sleeping before his school reunion, and avoiding dating, as he worries what other people will think of him.
- A lady telling me she has hated looking in the mirror and has thought about dieting every day for 20 years.


article continues overleaf...

CASE STUDY

The struggle is beautifully personified in the story of one of my clients, Sarah¹:

"Since I can remember, I've always felt uncomfortable in my body and unhappy with my appearance. It's never been about my features, but always with my size: particularly my legs, arms, hips, and stomach. When I look at myself in the mirror, or when I 'check' my body by pinching the fat on my waist I feel hopeless. I'm fit and healthy, and even though I have lost around 25kg, I can never seem to get to a size that I am happy with.

"Well, that's not entirely true. A couple of months ago I was at my lowest weight ever; I wasn't eating very well (having maybe one coffee and one smoothie a day), and I was also on a new contraceptive pill (which, contrary to most women's experiences, seemed to help me lose weight). I weighed 64.5kg, and I remember seeing that number on the scales and seeing my body and for the first time in my entire life, I actually felt content and happy. I've also struggled with restrictive eating, but at this weight, not eating enough didn't really bother me: it meant that I was light, and I felt good and people complimented me on my weight loss. However, I went off the pill because it was making me too emotional, and now my weight is back up at around 66–67kg with eating according to my hunger cues.



"I finally realised that being grateful to my body was key to giving more love to myself"
- Oprah Winfrey

"Being at a higher weight than my perceived 'optimal' is frustrating. On one hand, I know that I'm healthy and fit and that my weight seems to like to sit at this point. On the other hand, although it takes a lot of stress and a lack of food to maintain, being at that lower weight feels fantastic. I felt so good, but also unhealthy and unsustainable. Last week, I went through a lot of stress and decided to forgo meals so that I could get drunk and forget about the stress (something that I have never done before). But I went back down to that size that I was happy at; my jeans were loose, and my stomach was flat, the rolls of my stomach when I sat down weren't so big. I was unhappy because of the stress, but at the same time I was incredibly happy with my size. Now, I'm eating normally, and my size has gone back up, and I feel healthier, but I also feel big and bulky and that I take up too much space, and that I'm not very nice to look at. Sometimes I feel like it's a choice between being unhealthy and happy with my weight, and healthy and unhappy with my weight. It's really frustrating, and I don't know what to do about it. I think I know, realistically, that size doesn't really even matter that much. I know that health and happiness are the most important things. But for me, it's different. I feel happy when I'm slim, so is it a trade-off between health and happiness?"

"My body image is at its worst when I'm in public. Sometimes I have good days, but as soon as I go out and see other people, I feel uncomfortable again. I don't know if it's me comparing myself to them, or if they just remind me of what I don't look like. And I feel so confused, because I don't think size makes you a good or bad person, but when I see girls who are slim I feel so inadequate. Likewise, for when I catch my reflection in windows; I can be feeling great, but as soon as I see my reflection that good feeling comes crashing down and I want to disappear. It seems so illogical, for my happiness to be based on my appearance, but it is, and I can't seem to help it."

"I often feel confused with my body image because of what other people say about my appearance. My boyfriend and friends tell me that I look slim and fit, but most of the time I don't feel it. Sometimes I wonder if I'm actually seeing the right reflection in the mirror, if my body actually looks how I see it, or if I'm seeing something that my brain is making me see. Like, I don't know if I actually look like this."

article continues overleaf...

Reference:

[1] Name is made up, to protect client confidentiality.

With this story fresh in your minds, here are five actionable ways to help you, as dietitians, discuss body image with your clients.

1. Help clients declutter their social media.

Assist your clients in deleting, unfollowing and unlike-ing pages, blogs and social media accounts that preoccupy them. Unless they free their brains from being bombarded with these insidiously harmful messages, body acceptance is a near-impossible goal. I have often made this a starting point for my body-image work, and I'm happy to do it in session. How can I hope to be effective in an hour a week, when people are viewing these images for an hour a day?

2. Stop the talk about body size.

Encourage clients to put a stop to discussions about body shape, weight loss, dieting and even appearance in general! Being openly critical of bodies is very likely to result in body dissatisfaction – you get good at picking out flaws in appearance, including your own. But just as harmful as body dissatisfaction is body preoccupation – placing too much importance on appearance. Too much talk about bodies (positive or negative) can eat away at body acceptance. Open talks with clients about making “No body size talk” pacts with their friends, colleagues, and family – we all have more important things to talk about.

3. Don't reward weight loss.

Clients, living in a diet culture, tend to be obsessed with their weight. Of course, they get excited about weight loss (or its siblings, body composition and measurement changes). De-emphasising this excitement and focusing on non-weight benefits (such as improved blood sugar, gut health and mood) helps clients “zoom out” from the scales and see themselves as whole people.

4. Encourage clients to explore the world of body positivity.

Learning body positivity is like learning a new language. It is a complete paradigm shift away from diet culture's messages about our bodies. I always find it helps clients to have many guides to this brave new world. Some of my favourites are the one-and-only Taryn Brumfitt, amazing plus-sized trainer Louise Green, and my good mate Lyndi Cohen. Searching hash tags such as [#bodypositive](#) [#effyourbeautystandards](#) and [#bodyposi](#) is a great start, too.



5. Refer to a psychologist.

Psychologists are not weirdos, waiting to hear all the juicy details about your past for a couple of hundred bucks an hour, without any real point to it. Did I miss any clichés? Oh yeah, the men don't all have beards and pipes, and the women don't all wear glasses and shawls either. Body image issues are complex. A trained psychologist can help clients with all of the following, and more:

- Defuse critical body talk stemming from earlier life experiences
- Question the common assumptions society gives us about our bodies
- Help develop a more positive sense of our appearance
- Reframe negative body thinking
- Do more positive body image behaviours and less negative ones
- Help make sure body image improvements translate into healthier habits

Point being, psychologists can really help here.



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Images courtesy of Stefanie Valakas

Catch a Rising Star: ***“The Dietologist”, Stefanie Valakas***

Like a superhero, by the light of day, Stefanie Valakas is a private-practice dietitian, specialising in paediatrics. But, in the exciting landscape that is social media, she’s rising-star nutrition scientist “The Dietologist”.

Let’s stop right there and award her major branding points for such an incredibly clever and memorable name. Her tagline is equally distinct: “Looking past just nutrients and numbers”.

“It’s definitely challenging to land on a unique point of difference in the social media and online space,” Stefanie shared with us. “My phrase stemmed from wanting people to consider nutrition in this culture of calorie counting, macro counting and tracking. Instead, I wanted to focus on a positive relationship with food, as well as understanding the synergistic effect of whole food!”



“...I wanted to focus on a positive relationship with food...”

As for her online moniker? “Full credit to my Greek grandmother for the name,” Stefanie said. “Dietologos is the word for dietitian in Greek, and that got me thinking: why isn’t the study of dietetics called ‘dietology’? I also felt the word was a perfect hybrid of ‘dietetics’ and ‘psychology’, which are so closely entwined.”

It’s one thing to have a strong and recognisable brand identity – and quite another to find the time to build your brand up on social media. But Stefanie has found a strategy to keep her brand relevant and top of mind.

“Keeping on top of trends is integral,” she explained. “This helps you position yourself as an expert – and squash any fad trends before they gain momentum.”

She is careful, however, about leaping into online discussions without first educating herself on the topic at hand: “I backtrack to find the trend’s origins, or find papers to form an informed opinion, before sharing my thoughts & opinions with my following.”

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Stefanie Shares: 3 Ways to Grow Your Insta Following

1. Be clear about who your audience is, and create content relevant to them.

2. Post consistently (daily or every second day) and ensure it’s high-quality content.

3. Engage with your followers: reply to comments and messages, explore hash tags that your audience likes, and comment on others’ posts.

Time management is key to her social media strategy. “I pre-plan at least one week in advance for all platforms,”

When it comes to the platform she finds most effective for engagement with her key audience, Stefanie is an Insta fan all the way. “If you’re trying to tap into a market of young women interested in health and nutrition, Instagram is the place to be,” said Stefanie.

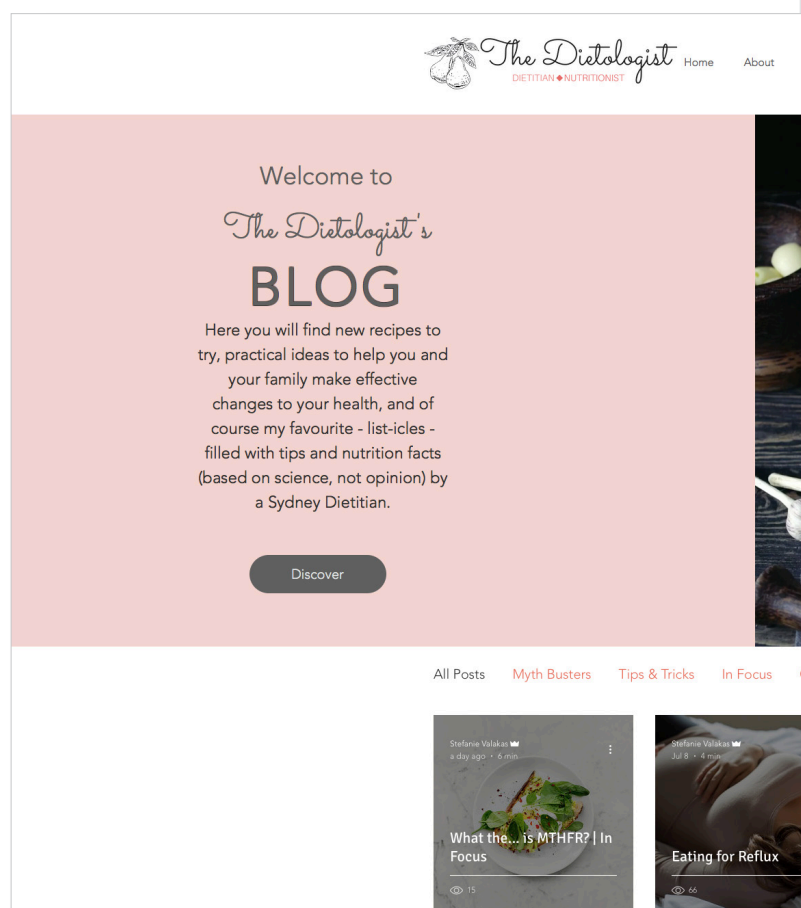
Time management is key to her social media strategy. “I pre-plan at least one week in advance for all platforms,” she shared. “I also use apps to help keep me organised and visualise what my content will look like on my feed (FYI: for Instagram, she uses Plann).”

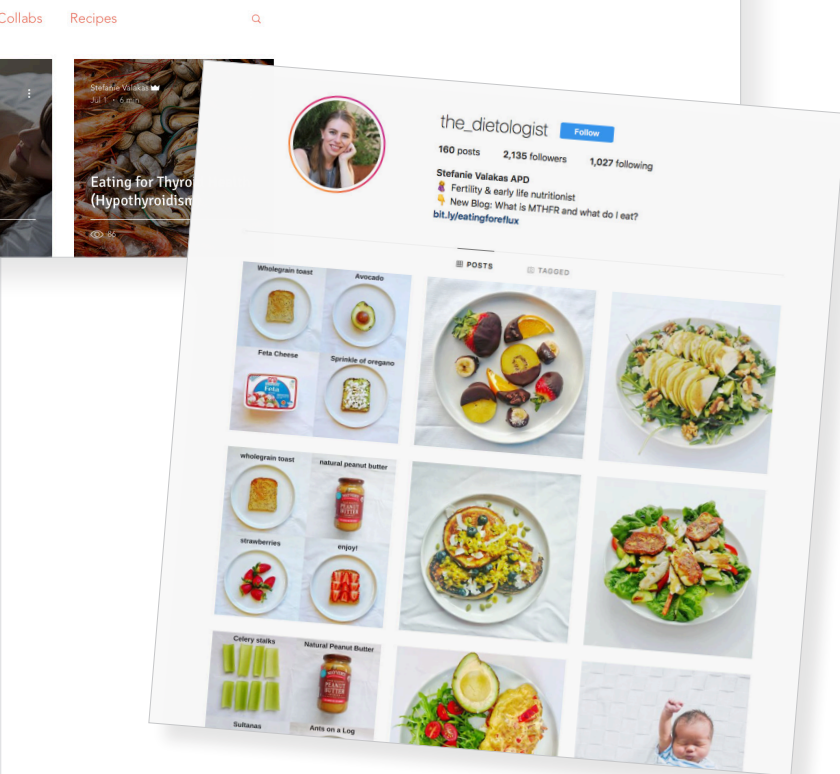
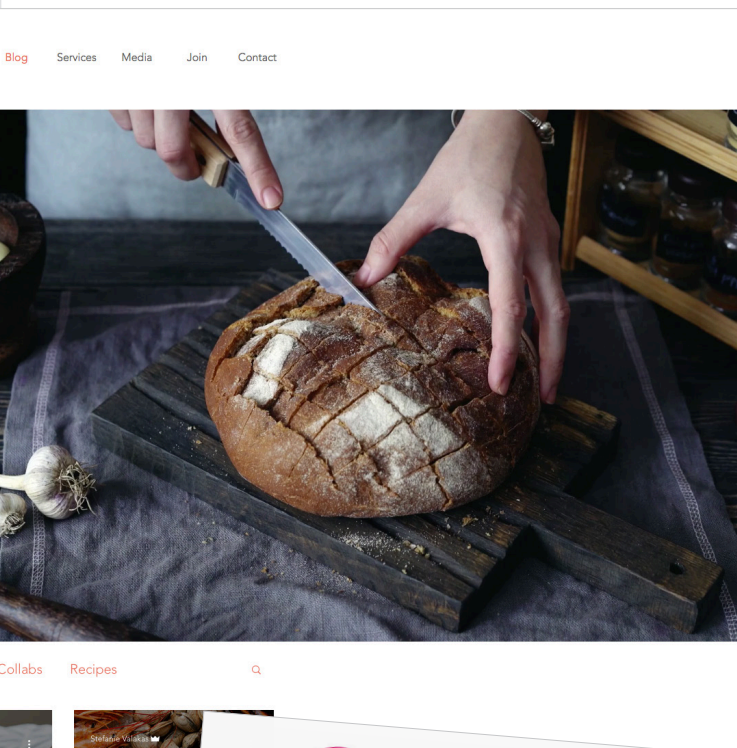
She attributes her rapid growth on social media to “Being consistent – it’s by far the most effective way that I have grown my following in a short amount of time!”

In her experience, the content that best resonates on Instagram is personal posts (sharing her own story with emotional eating, sharing her cultural traditions) and relatable quotes.





So, what’s ahead from The Dietologist? “You can expect more social media content and blogs over on thediетologist.com, and also more media articles,” said Stefanie. “I can’t wait to see where this journey takes me!”

We love your enthusiasm, Stefanie, and we’re tracking your rising star to see how high it reaches. We predict – the stratosphere!





LEARN MORE:

-  <https://www.thedietologist.com>
-  <facebook.com/thedietologist>
-  [@the_dietologist](https://www.instagram.com/the_dietologist)
-  Connect with Stefanie on LinkedIn

Don't Go It Alone!

We love that Stefanie has done an exceptional job at collaborating with others as she grows her career. Two examples:

-- On her blog, her most popular content has come from collaborations, such as with @andytherd.

-- Stefanie collaborates with an Instagram coach that works with foodies, bloggers and dietitians to help refine her strategy: Carla Biesinger from @carlabiesinger

-- Also instrumental to Stefanie's Instagram journey: Libby Rothschild (@nutrition_business) and Rachel Paul (@collegenutritionist) – they've helped her find focus in the rapidly changing fertility and early-life nutrition space



Create a Winning Marketing Email: We Show You How

by Maree Ferguson, with Laura Byrne

When an email from a brand or organisation lands in your inbox, what's your reaction? If you're like us, we're typically grateful that it's arrived at our fingertips. We enjoy hearing about research and news that might have slipped our attention; recipes and resources that we can bookmark and share; hot tips on new apps and websites; and we also love a great motivational quote or success story!

But email marketing goes two ways: incoming and outgoing. So we'll ask: are you using this tool to reach out to new clients, and reinforce your relationship with existing ones?

Dietitian Connection has used email marketing as a primary communication vehicle since our inception almost six years ago. We've grown our audience to over 7,300 nutrition leaders through this tactic. We've sent hundreds of campaigns – and learned from our mistakes. We stay abreast of trends in email marketing to remain cutting edge. And we constantly analyse our own data for effectiveness and feedback. Based on this vast experience, here are our top ten tips on creating a winning marketing email:

Catchy headline

Create a headline that is going to stop people in their tracks and make them open your email. There are online tools that can help you develop that winning headline. You should spend as much time on the headline as the email content itself.

Engaging content

Your content must provide value to the reader, so ensure you tailor your message accordingly.

Killer call to action

Think about what action you want your reader to take after reading the email, such as booking an appointment to see you or attending an event. Make sure the call to action is clear and easy for your reader to take.

Succinct

Don't try and say too much, and instead focus on a single message that is clear and straightforward.

Write in second person

[i.e. you, your] – This will further personalise your email.

Visually appealing

Use high quality images for visual appeal. Text-only emails can also work, if they are kept short and to the point.

Talk about benefits

Remember to outline the key benefits of why your reader should take the action you are recommending.

Mobile friendly

Most people are reading emails on their mobile devices so ensure your email is mobile friendly.

Review your results and continue to improve.

Monitor your open and click rates, and reflect on what is working and where you could improve. This way, you can grow your newsletter subscribers.

Personalised

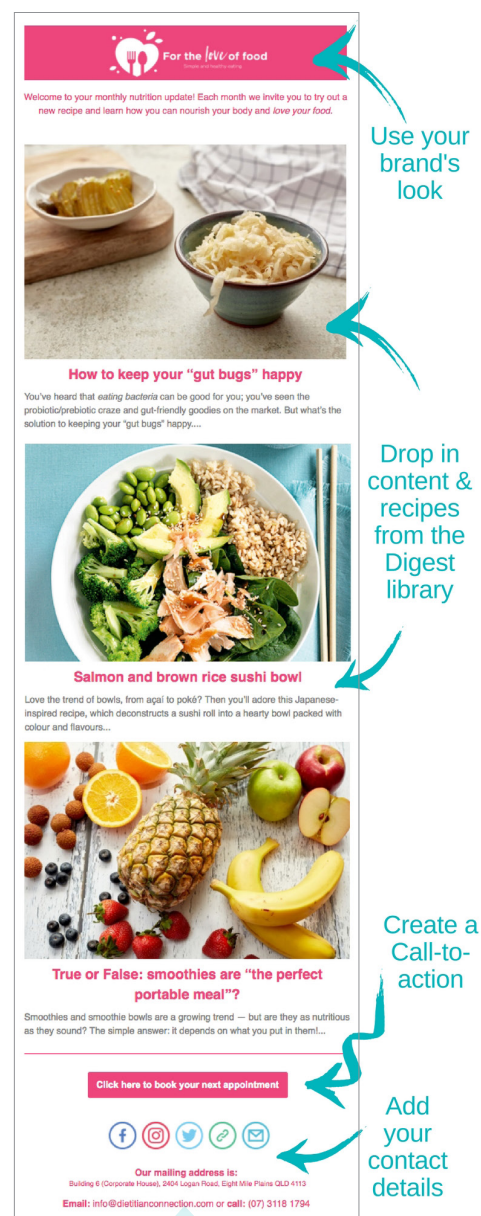
You can personalise the email – most email software programs allow you to do this.

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Seeking a little expert help to get started in email marketing?

Creating a marketing email can be overwhelming and time consuming, and you may not know where to begin. We have taken what we learned through all of our email marketing experience and created a new custom e-newsletter product called **Digest**.

- ✓ Digest lets users create custom email newsletters reflective of their brand
- ✓ Use your brand's look and feel including your logo and contact details
- ✓ We provide high quality content and images for you to choose from
- ✓ You can also add your own images/content
- ✓ It's super easy to use!
- ✓ Cost effective
- ✓ Trackable and measurable



"We use Digest to help our current clientele – patients, referrers and colleagues – feel more connected to our business. We share a bit about us and what is happening in nutrition research, along with the Digest-provided articles."

Michelle Holt & Jaci Barrett, Diet Solutions

g dietsolutions
creating evidence-based dietary strategies

LEARN MORE:



<http://www.dietitianconnection.com/digest>



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We're 6! We're 6! As we celebrate this milestone, we are overwhelmed with gratitude that so many of you have connected with DC and have climbed aboard for our journey.

So many small businesses and start-ups never made it to year 6, so we are so humbled to not only still be here, but to see our beloved DC community ever-growing, larger than we ever expected -- and thriving like crazy!

* Webinar subscription excludes live webinars; you will gain access to the recording within the paid webinar library.

* Excludes featured packages such as Dietitian Success Package from Matt O'Neill and How to get that job series.

Cracking the myth behind cooking with Extra Virgin Olive Oil

A 2018 Australian study conducted in an Australian oil specialist laboratory, Modern Olives Laboratory, has shown that Australian Extra Virgin Olive Oil is the safest and most stable oil to cook with (including high temperatures such as deep frying).¹

This article summarises the key outcomes of the paper to provide relevant implications for practice.

There is a common myth that Extra Virgin Olive Oil cannot be used for high temperature cooking due to its smoke point. This myth is not supported by any published evidence around common cooking oil smoke points and the correlation with stability and suitability for cooking.

FACT:

Polar Compounds – a major breakdown by-product of an oil when heated.

Polar compounds have been consistently linked to negative health outcomes such as the development of Alzheimer's and Parkinson's Disease.

Objectives

To test ten of the most common cooking oils in Australian supermarkets for their safety and stability when heated.

Authors specifically assessed the correlation between smoke point and other key chemical parameters related to an oil's stability and likelihood to break down and form harmful "polar compounds".



Methods

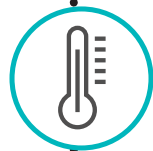
The most common cooking oils available in Australian supermarkets were tested:

- Extra Virgin Olive Oil
- Olive Oil (refined)
- Virgin Olive Oil
- Canola Oil
- Rice Bran Oil
- Grapeseed Oil
- Coconut Oil
- Peanut Oil
- Sunflower Oil
- Avocado Oil



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Each oil was subjected to two different heating trials:



1) Heat trial –

Gradually heating oil to 240°C
(this took approximately 20 minutes)



2) Time trial –

Deep-frying oil at 180°C for 6 hours

All oils were tested before, during and at the end of each trial for common quality parameters related to an oils stability and breakdown.

FACT:

These heating conditions were well above regular cooking conditions at home. 180°C is the standard deep-frying temperature.

Key Findings

- Extra Virgin Olive Oil was found to be the safest and most stable oil to cook with, followed by Coconut Oil.
- The top performing oils produced the least number of polar compounds after heating.
- Production of polar compounds was more pronounced for refined oils which are higher in polyunsaturated fat such as Canola oil, Grapeseed oil and Rice Bran Oil.
- An oil's smoke point correlated poorly with the likelihood of the oil to break down and form harmful compounds when heated.

Table 1: Percentage of polar compounds produced after heating

Oil type	Polar Compounds (%)
Extra Virgin Olive Oil	8.47
Coconut Oil	9.3
Virgin Olive Oil	10.71
Peanut Oil	10.71
Avocado Oil	11.6
Olive Oil	11.65
Rice Bran Oil	14.35
Sunflower Oil	15.57
Grapeseed Oil	19.79
Canola Oil	22.43



Practice Implications

Key factors that correlated strongly with how likely an oil was to break down and form harmful compounds when heated were:

1. How refined (or “processed”) the oil was.

The more refined an oil was, the more likely it was to break down. (Due to the refining process, refined oils already contain secondary products of oxidation prior to cooking.)

Practice implication: Recommend cooking oils that have undergone minimal processing/refining, to minimise exposure to harmful compounds.

2. Level of natural antioxidants in the oil.

The less antioxidants an oil contained, the more likely it was to break down and form harmful compounds.

Practice implication: Recommend cooking oils that have high levels of antioxidants, as this increases the oils resistance to break down.

3. Level of polyunsaturated fat in the oil.

The more polyunsaturated fat in the oil, the more likely it was to break down and form harmful compounds (oxidation occurs more readily with multiple double bonds present in the fatty acids).

Practice implication: Recommend cooking oils that have lower levels of polyunsaturated fat, to reduce the level of oil breakdown when heated.

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This study reaffirmed the lack of published technical evidence to support smoke point as a good indicator of how stable an oil is when heated.

It also builds on the results of many studies that support the heat stability and health benefits of cooking with Extra Virgin Olive Oil.²⁻¹⁰

Key practice points

- Smoke point is not a relevant factor in determining how suitable an oil is to cook with.
- Extra Virgin Olive Oil is suitable for all home cooking, including high temperature cooking (e.g. sautéing, pan frying, deep frying and oven baking).
- This is because:
 - It is naturally produced and has not undergone any refining.
 - Contains high levels of stable monounsaturated fat and low levels of polyunsaturated fat.
 - Contains high levels of natural antioxidants.



To view the references, go to:
dietitianconnection.com/EVOO-myths-references

LEARN MORE:



<http://modernolives.com.au>

This research was conducted and funded by Modern Olives Laboratory Services.

Modern Olives Laboratory Services was established in 2006 and is a fully accredited olive oil laboratory in Victoria, and the only oil specialist laboratory in Australia. It holds accreditation with national and international authorities including NATA (ISO 17025), the American Oil Chemists Society (AOCS), International Olive Council (IOC) and TGA license.

The laboratory is a subsidiary of Boundary Bend Limited, a leading producer of Extra Virgin Olive Oil in Australia, including the Cobram Estate brand. It is independently operated and completes work for Boundary Bend Limited and other retail brands, and organisations in Australia and around the world.

Its team of oil specialists and researchers have published nearly 20 peer reviewed research papers. Published research conducted by Modern Olives undergoes full peer-reviewed processes (as any other research institution/organisation), to validate their finding, data and conclusions.

For questions regarding Modern Olives Laboratory, research outcomes or future research collaborations, please email: Claudia Guillaume at lab@modernolives.com.au


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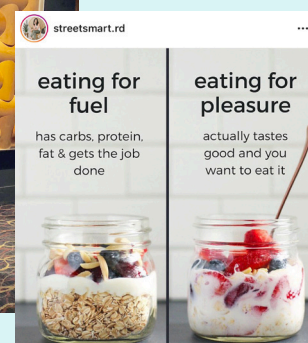
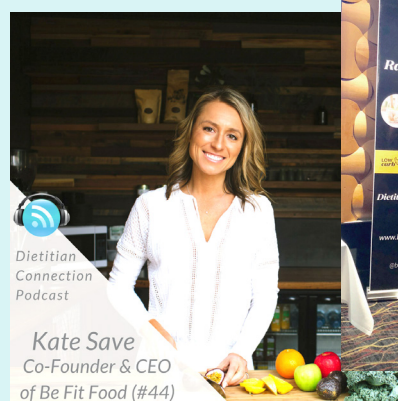
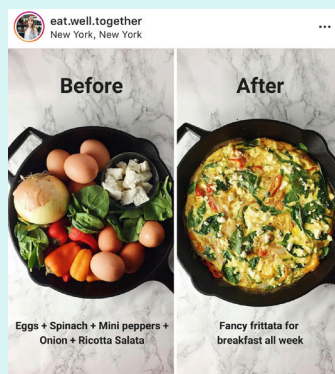
Dietitians *Snapped!*

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Recent Events



July:

We dined with **Business Chicks** founder/global CEO Emma Isaacs. She shared her successes (and some fails – so honest!) over her 20-year career as an entrepreneur. #beyondinspiring



August:

Lifestyle Medicine 2018 conference

We soaked up all we could on the topic of brain and biome sciences from Dr Joanna McMillan, Prof Felice Jacka and other leading experts.

Prof Clare Collins gave an action-packed presentation on using technology to deliver personalised nutrition advice, and then was joined by Dr Rosemary Stanton and Prof Catherine Itsiopoulos for a discussion on nutrition science, emceed by Dr Joanna.



Shark Showdown:

We were there for a rollicking Q&A discussion with **Shark Tankers Steve Baxter and Janine Allis!**

Janine shared her journey of how she grew her juice and smoothie empire (Boost Juice) from her kitchen. Our favourite quote from her: "if you're not a little bit scared, you're not trying hard enough."



Tag us to be included in a future issue of *Infuse*. Don't forget hashtag #DCinfuse

[quote attributed to: Elon Musk]

Peter Collins:

“When something is important enough, you do it even if the odds are not in your favour”

Kelly Ekenberg:

“You do you”

On our Dietitian Connection Facebook Group page, we recently asked our community...

What's one quote you live by?

Here are some of our favourites...

Ekta Agarwal:

“When you make a decision, the universe conspires to make it happen”

[quote attributed to: Ralph Waldo Emerson]

Chloe Bauer:

“Be kind, for everyone you meet is fighting a battle you know nothing about”

Patrick Hinton:

“Everyone you will ever meet knows something you don't”

[quote attributed to: Bill Nye]