

# infuse

STEEP YOURSELF IN INSPIRATION, INNOVATION & DEBATE

## FEATURE ARTICLES INSIDE:

+ ***A Very Royal Gift!***  
Nourishing Bubs Founder  
Shares a Bouquet of Carrots

+ ***Food Porn  
Dilemmas:*** Five Tips  
before clicking 'share' on  
your social media

+ ***Catch a Rising  
Star:*** Shenanigans of a  
Dietitian with Anika Rouf

COVER STORY:

## ***Discovering a Craving for the Clever!***

Meet the 'Healthy Fun'  
expert, Holley Grainger RD

MARCH 2019



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Submit ***your photos*** to *Infuse!*

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: [info@dietitianconnection.com](mailto:info@dietitianconnection.com)

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



## *infuse*

STEEP YOURSELF IN INSPIRATION,  
INNOVATION & DEBATE

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PUBLISHER: Dietitian Connection  
EDITOR: Anita O'Neill  
DEPUTY EDITOR: Kate Agnew  
ART DIRECTOR: Emma Tabuteau  
DIRECTOR AND ADVERTISING  
CONTACT: Maree Ferguson,  
[maree@dietitianconnection.com](mailto:maree@dietitianconnection.com)

HOW TO REACH US:  
EMAIL: [info@dietitianconnection.com](mailto:info@dietitianconnection.com)  
PHONE: (07) 3118 1794  
MAIL: PO Box 120, Mt Gravatt  
QLD 4122  
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# *From the Desk*

## of Maree Ferguson

**Founder & Director,** Dietitian Connection



## Welcome to our first issue of Infuse for 2019!

This year has already kicked off with some exciting projects here at DC, none other than our annual Dietitians Unite taking place in Sydney, later this month. We're so excited to have a record number of attendees who'll join our impressive list of speakers across three streams: clinical, business and how to get that job!

I look forward to catching up with those of you attending and for those not able to make it, never fear – we'll provide an event wrap in our next issue, so you won't completely miss out.

Over the years and in numerous positions I've held, I believe the start of a new year offers a chance to regroup, refocus and set those goals for the next 12 months. Here at DC we're adopting a quote by Sir Richard Branson, as our motivation for 2019 and I thought it was only fitting to share with all of you.



***“Courage is what it takes to stand up and speak;  
courage is also what it takes to sit down***





In a world that is rapidly evolving, where communication is instantaneous (thank you social media); as evidence-based professionals, we have a powerful role to play.

To continue to stand up and speak to the evidence, both in a charismatic and engaging way to our audiences (patients, clients, peers and consumers); and to sit down and listen to the trends and what our audiences truly seek most; is the sweet spot for our success.

We aim to bring you another year of valuable content not only through Infuse, but also through our webinars, podcasts, events, newsletters and social media posts. We hope that in turn, you'll share with us your feedback on topics you want to hear more about, resources you find helpful, and share the DC love with all your peers.

And of course, we promise to sit down, listen and deliver for you!

***Maree***

***and listen.”***





## Discovering a Craving for the Clever!

Meet the 'Healthy Fun' expert, Holley Grainger RD

***She's the woman multitasking as she puts her makeup on in the carpool line. She's the busy mom who's trying to plan nutritious meals for her 'selective eaters.' And she's the full-time entrepreneur balancing work, friends, life, and getting dinner on the table at a reasonable hour. Sounds familiar, doesn't she?***

Holley Grainger might be a well-known nutrition expert in the USA often appearing as a special guest on television networks; a columnist in magazines, newspapers and blogs; a guest speaker; and the founder of her own Cleverful Living brand; but

she's the first to admit her time is precious and so too are the people in her life. "I can't do it all. Sometimes I'm just too busy to spend even a moment stressing over mom guilt or wondering if today is the day I'll make a meal that everyone will love, or at least eat."

It's how her Cleverful Living catch phrase was born – looking for simple and fun solutions to solve everyday problems while also emphasizing a love of food, adventure and life. As her popularity grew, Holley admits she took a step back to look at what her followers were really looking for.

*article continues overleaf...*







With tens of thousands of followers across her social channels, Holley believes her success has evolved from recognizing what different platforms offer and the different audiences she can reach on these. "I've found each platform has its own unique audience, so I try to adapt my messages accordingly," says Holley.

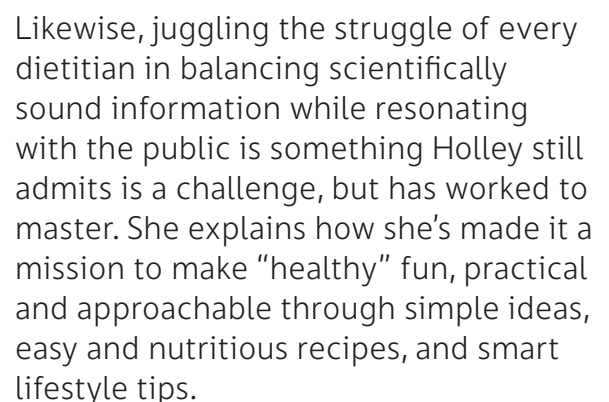






Image courtesy of  
@holleygrainger



## **Tailoring content to your audience on social platforms:**

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- *Pinterest can be a key traffic driver to a website so while the interaction is less personal, it's a good place to draw potential readers in, connect, create awareness and drive traffic to your site.*
- *Facebook is typically the chattiest of my social media outlets and the most likely place for people to share ideas and content.*
- *Instagram is more about offering great visuals, a 'peak behind the curtain' and more of the day-to-day side of life.*

"With so much confusion around health and nutrition in the media, social space and blogosphere, delivering information backed by science (that actually sticks in the minds of consumers) can be quite a challenge. I try to keep it real, sharing my own daily struggles, in an effort to inspire other busy families in the trenches of daily life to make healthy and realistic changes. I focus on what my audience wants and in turn provide them with scientifically sound tips for having a healthier lifestyle in a fun, different and clever way."

*article continues overleaf...*

***"I try to keep it real,  
sharing my own daily  
struggles, in an effort  
to inspire other busy  
families..."***




Holley's lunchbox ideas in particular have become popular throughout the USA and across the world. She admits her own children's picky palates are her inspiration to think outside the (lunch) box to find simple and clever ways to make their lunches fun and interesting.

"At the same time, I'm just like every other busy parent that finds themselves throwing food into a bag – or in my case bento box – just before running out the door to carpool. When packing a lunchbox, I aim for a variety of foods that provide color (aka vitamins and minerals), good taste and overall health. I've also accepted that my #healthylittlelunchbox ideas are not works of art but actual food that is about to be tossed around in a backpack so I try to keep the prep time under 5 minutes."

***"I've also accepted that my #healthylittlelunchbox ideas are not works of art so I try to keep the prep time under 5 minutes."***





This year, Holley has a host of exciting projects in the works including increased speaking engagements, media spokesperson commitments, and more exciting recipe development, as well as a special feature in the 11th season of Martha Bakes on PBS Food. The season launched in January 2019 and Holley's episode is slated to run this month (March 2019).






"We filmed back in September 2018 and it was so much fun working with Martha and her staff to plan the episode. The segment focuses on 'pantry milks,' specifically evaporated milk, sweetened condensed milk (Martha's guilty pleasure), nonfat dried milk, and shelf stable milk. She and I take a look at the history of these pantry milks, their unique properties and nutrition, and, of course, how to use them when baking."

With such a big year in store, Holley laughs at the anxiety she felt when faced with her greatest challenge many years ago – walking away from her full-time job with Time Inc., where she loved being the Food and Nutrition Editor of MyRecipes.com and CookingLight.com. Yet today as her own entrepreneur, Holley relishes in the chaos and demands of having no two days (or clients) alike. "I love being kept on my toes trying to keep up with trends and finding new, clever ways to deliver important and relevant information to my audiences," says Holley.



And with this, it's no surprise, her advice to a young dietitian just starting out is simply, "don't be afraid to step out of your comfort zone and try something new." Finding something that excites you even if it goes against the norm, and knowing that although there are boundaries within the profession, "the sky really is the limit, as food is and always will be, EVERYWHERE!"

#### LEARN MORE:

-  <https://www.holleygrainger.com>
-  [@HolleyGraingerNutrition](https://www.facebook.com/HolleyGraingerNutrition)
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Images courtesy of Olivia Bates



## A Very Royal Gift!

Nourishing Bubs Founder  
Shares a Bouquet of Carrots

**O**ne half of the “vegetable duo” that gifted a bunch of carrots to Prince Harry and the Duchess of Sussex in 2018, dietitian Olivia Bates believes in doing things a little differently.

As the founder of Nourishing Bubs, an Australian product range of single vegetable purees, frozen into easy-to-use individual portions, Olivia shared with Infuse her business story from inception, development and marketing a brand very much on the rise.

### What was the inspiration behind the birth of Nourishing Bubs?

Nourishing Bubs was inspired through my work as a nanny/babysitter and my additional dietetics study in Paediatric Nutrition. Through my experience and study, I'd learned about introducing foods one at a time, which is particularly useful to observe any adverse reactions or allergies in the initial stages of starting solids.

*interview continues overleaf...*



Above: Vegetable bouquet presented to the Duchess of Sussex on their visit to Australia.





Above: Nourishing Bubs – Solid Starter Pack.

The benefits of introducing vegetables before fruit was also something I'd learned to help encourage greater acceptance of vegetables later in life. Similarly, in talking with clients, I realized parents were often overwhelmed with starting solids and seeking easy ways to make healthy choices.

So the Solid Starter Pack was born – small tablespoon portions to minimise waste, ten different vegetables, and four individual portions of each to encourage repeated exposure.

### Can you tell us more about your product range?

Sure! The brand was born because of the Solid Starter Pack, which is considered our hero product. However when I took the product to market I knew I needed more than one product line. Realizing bubs will start to eat more than a tablespoon of solid food at each meal; I decided to launch each vegetable in the starter pack, in individual packets of slightly larger 30g portions. These Follow On packs contain individual cubed portions of frozen puree. This means a single portion can be defrosted, and mixed with other vegetables and protein to provide a full meal solution. Basically through Nourishing Bubs we're providing the building blocks of healthy meals, while giving parents flexibility to mix and match combinations as they wish.

Since inception, we have also launched fruit combos based on customer feedback, and at the start of 2019 we will also be launching two protein varieties in the Follow On range – Chicken and Beef.

*interview continues overleaf...*

***"we're providing the building blocks of healthy meals, while giving parents flexibility to mix and match..."***



Images courtesy of Olivia Bates



**Food manufacturing can be a challenging obstacle. How did you do it?**

It's definitely not easy, especially when starting out – volumes are tiny and costs are high. I did a lot of research into suppliers and contract manufacturers. I also had the added benefit of having worked for Luz Almond (an almond milk manufacturer), so I wasn't completely blind going into it.

Many suppliers told me my volumes were too small, didn't bother getting back to me or suggested I was setting myself up for failure, however I persevered. Initially I started getting frozen purees delivered from a commercial kitchen where I would fill moulds and blast-freeze, before popping out and packing them. As you can imagine it was extremely labour intensive.

Fortunately my incredible suppliers approached me suggesting they contract manufacture the product – they knew we were only just starting out, believed in the product and were happy to work with us in producing small volumes. Never underestimate the importance of developing good relationships with suppliers or manufacturers – it really does pay off in spades if you get it right and I'm very grateful for those I have developed.

**Likewise marketing a new product and finding stores to stock your brand requires a lot of work. How did you go about developing your marketing plan?**

From my previous work, I'd had learned a lot about the importance of marketing and branding. With such a simple concept (single vegetables), I knew we needed to get the product branding right. I worked closely with a graphic designer to develop a concept I loved – something that was fun and cute, but also clean and simple.

In terms of a marketing plan, initially it is just about building awareness so we used minimal cost, high return investment options such as Facebook ads and the use of influencers, as well as targeted trade shows. At the end of the day, social media has really been a strong avenue of marketing for us, with many of our customers finding us through Instagram. The addition of Lisa Wipfli, the wife of radio personality Michael 'Wippa' Wipfli, as a part owner of Nourishing Bubs, has been incredibly beneficial in terms of getting our product into the hands of bloggers and influencers. Lisa is largely responsible for the marketing side of the business and is clearly nailing it for us!

Interestingly enough, I literally met Lisa and Mike through babysitting, as I used this as another revenue stream while getting Nourishing Bubs up and running (yes, very humble beginnings). And which again is a lesson on the importance of building relationships!

**And of course we can't let you go without chatting about the international publicity with Prince Harry and Meghan Markle (Duchess of Sussex)...**



Images courtesy of Olivia Bates



#### LEARN MORE:



<https://www.nourishingbubs.com>



@nourishingbubs



@nourishingbubs

To be honest I really did this on a whim. Earlier in the week I had thought it would be a bit of fun to go down to Bondi dressed as a carrot and pea as I already had the costumes at home, and they always cause quite a stir!

Typically people hand royals flowers, but I knew that'd be easily forgettable, so I decided on vegetables, making sure they were in our range. Carrots and beetroot (which was hidden in the bouquet) were the most bouquet looking veggies I could find so I grabbed a few bunches. I also included a Nourishing Bubs card and a flyer to the bouquet, thinking it was too good an opportunity for brand promotion! The rest was really in fates hands...

I stood there in my carrot costume and basically pushed my hand forward. I figured I had nothing to lose and fortunately the Duchess of Sussex took the gift!

The response was overwhelming. Initially the Duchess responded, 'Who doesn't want a bunch of carrots?' before commenting to Prince Harry 'Look hun, we got some veggies.' Within a few hours the story had gone viral, and landed in a host of national and international publications.

I had personally had a really tough few months with family tragedies, and it was by chance I decided to get up early enough that morning. I truly believe it was a sign from above that everything was going to be ok – it caused quite the frenzy, and gave Nourishing Bubs some amazing profiling.



Images courtesy  
of Amy Nevin



## *Seizing The Day*

Amy Nevin Continues  
Holly Butcher's Legacy

***Last year, Dietitian Connection established a new accolade, the Carpe Diem Award. The Carpe Diem Award was created to honour the legacy of Brisbane-based dietitian, Holly Butcher, and is awarded annually.***

Holly left us all way too early when she passed away in January 2018 from Ewing's Sarcoma. Yet she also left an incredible gift behind: a candid and refreshing letter to the world. In it, she shares her insights as the end of her life approaches, reflects on the fleeting beauty of life – and, of course, reminds us to "Carpe Diem". Holly's words have since been shared on millions of time via social media because they speak universally to us as humans.

This year's winner – chosen by Holly's family from a pool of very deserving nominations – was Brisbane-based rehabilitation dietitian, Amy Nevin.

Amy's nomination stood out...for going above and beyond the basic call of duty (special trips to the supermarket) and always asking and understanding what the patient wants during treatment – both, areas that Holly herself was passionate about.

Infuse spoke with Amy on her award win, and Holly's legacy.

**Amy, thank you for continuing Holly's legacy. What was your reaction in learning you would be the 2019 recipient of the Carpe Diem award?**

It was an incredibly humbling way to start the new year; almost like a big hug reassuring me that I am exactly where I should be.

### **What parts of Holly's now-famous message resonate most with you?**

I share Holly's views about prioritising things that really matter. Those moments of clarity have come thick and fast working with people that are navigating a life-changing event or diagnosis. Little things like connecting with loved ones, spending time outside, and patting pets, shape and make a life.

### **Why do you love being a dietitian?**

'If you love what you do, you'll never work a day in your life' holds true for me. Working as a dietitian combines three things I enjoy: connecting with people, sharing my passion for food, and helping others heal from injury/illness.

### **Your dedication to patient quality of life is inspiring. For those with spinal injuries, how does food and nutrition impact health, comfort and happiness?**

Food and nutrition choices remain accessible when so many other things have been taken away after a spinal cord injury (SCI). It doesn't matter what a person's swallow is like, or what their hands and legs can do, there's always an opportunity to involve a patient in their nutrition care.

For people who are tube fed, this might mean allowing them to choose how and when they want to receive enteral nutrition. For those that can eat, I've run to the local cafe for lattes and raided the hospital kitchen for Weetbix and milk (yes, that was a request) to provide favourite foods! Little food-related acts of kindness mean the world to people and provide meaningful physical benefits as well.

### **How has receiving this award impacted you and your work?**

It's been a great motivator to continue on this path and keep up the little acts of kindness that can bring so much joy to patients. I'm excited to keep chipping away at my PhD research.

## *Carpe Diem Award - in memory of Holly Butcher*

***DC's Carpe Diem Award is given out annually, in honour of Holly Butcher, to a dietitian who best exemplifies these traits:***

- Demonstrates compassion and kindness in his or her work.
- Helps others to improve lives.
- Displays a positive attitude in his or her everyday work, and inspires others to do the same.
- Focuses on meaningful experiences and relationships to bring about meaningful change.
- Goes above and beyond the general call of duty to improve the general well-being of patients.





# Taking action on Heart Health

by Dr Tim Crowe



High blood cholesterol levels are linked to an increase in the risk of heart disease and stroke which are diseases that represent major morbidity and mortality burdens in Australia and New Zealand.

Recent figures put the number of adult Australians with an abnormal or high total cholesterol at one in three. While in New Zealand, the average cholesterol level for adults sits at 5.39 mmol/L where health guidelines recommend it be below 4.0 mmol/L.

Population testing shows a high prevalence rate of high cholesterol, but only a minority of people are aware that their cholesterol levels are high. This points to the importance of taking earlier action in having cholesterol levels tested.

**"...adult  
Australians with  
an abnormal  
or high total  
cholesterol...  
are 1 in 3."**





## *Diet and lifestyle choices*

Knowing that many adults are likely living with risk factors for heart disease such as high cholesterol, then the importance of a good diet and lifestyle choices is important. Dietary patterns linked to lowering cholesterol levels include ones that are high in fruits, vegetables, fish, wholegrains, legumes, nuts, plant sterols and soy foods. And for those with persistently high blood cholesterol, then cholesterol-lowering medication is also a consideration.

## *The role of plant sterols*

For someone with high cholesterol, then including more foods high in plant sterols (or phytosterols) can be an effective way to help lower cholesterol. Plant sterols have a chemical structure similar to that of cholesterol and are able to reduce the absorption of cholesterol in the digestive system. Vegetable oils are the highest natural source of plant sterols, with smaller quantities found in nuts, legumes and cereal grains.

*article continues overleaf...*





For an adult with high cholesterol and a high risk of CVD, the Heart Foundation acknowledges the benefit of consuming naturally occurring plant sterol foods as well as including foods that have been enriched with plant sterols. By consuming an adequate amount of plant sterols daily, adults may lower their LDL-cholesterol levels by around 10 percent depending on the age of the person.

The Heart Foundation recommends that adults with high cholesterol consume between 2 and 3 grams of plant sterol-enriched foods per day. To put this amount into perspective, the average Western diet contains between 160 and 400 mg/day of plant sterols. Even for a strict vegetarian, the amount eaten would only be between 600 and 800 mg/day. Hence the benefit of including sterol-enriched foods in the diet.

Importantly, the consumption of plant sterols is not a substitution for medication so someone on cholesterol-lowering medication should continue taking it as recommended by their doctor.

## Heart Health Tips for High Cholesterol

- ***Eating generous amounts of fruits and vegetables. Fresh, frozen and canned are all good options.***
- ***Eat more wholegrains which are a good source of fibre and are linked to a reduced risk of CVD.***
- ***Eat foods rich in unsaturated fats such as nuts, seeds, and olive oil while also having less of foods high in saturated fat such as fatty meat, butter and coconut oil.***
- ***Include 2–3 grams of plant sterols per day from enriched foods like wholegrain breakfast biscuits, milk and spreads.***
- ***Eat more soy foods which contain high-quality protein that can help with lowering cholesterol.***



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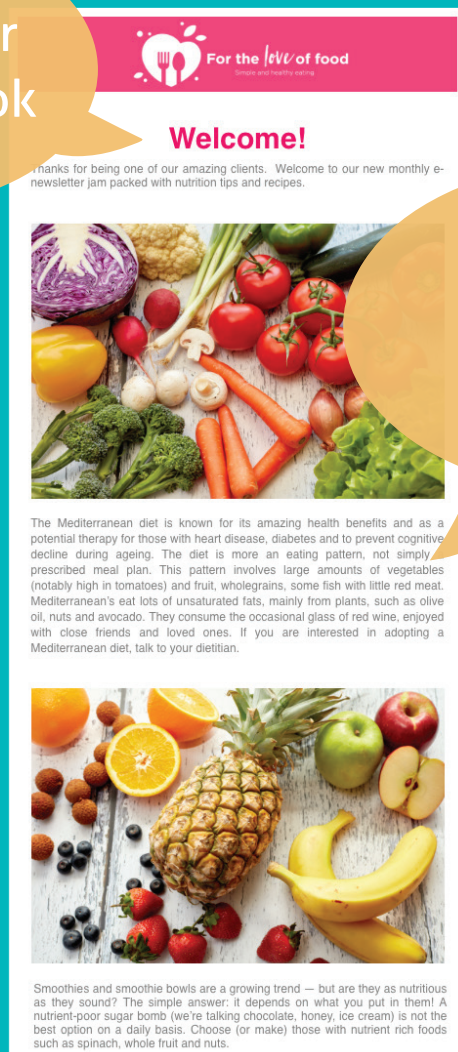


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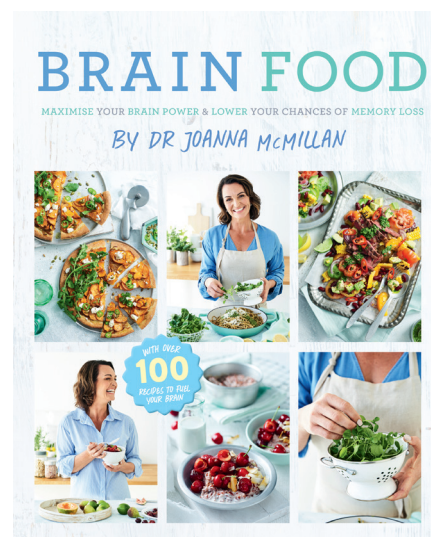
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overleaf

## Book Nook

### 5 Questions with Dr Joanna McMillan

**S**he's the down-to-earth TV and radio celebrity dietitian-nutritionist with a passion for inspiring others for a healthy, active lifestyle.

As a warm and engaging dietitian, Dr Joanna McMillan is a household name in Australia, with a growing international profile. She is proud to be an ambassador for Diabetes Australia, The Skin & Cancer Foundation and FoodBank. Having just launched her seventh book late last year, we were fortunate to sit down with Dr Joanna to talk all things "Brain Food" and grab a copy of her book to GIVEAWAY to one lucky Infuse reader!



**“...people think they have little influence on their brain...”**

**1. Joanna, what inspired you to author “Brain Food”?**

I read from surveys that from middle age most people are more worried about 'losing their marbles' than they were about heart disease and cancer. I also speak often to corporates about the impact of lifestyle and diet on brain performance. Together these things made me realize people think they have little influence on their brain, when the research shows quite the opposite. I wanted to give people accessible information in a digestible way (forgive the pun) without having to read a tomb of science info. It's a lovely positive message and the food is not only good for you, but also delicious!

**2. What are 2–3 key messages/ takeaways from “Brain Food”?**

While there are a host of takeaways from the book, the key messages would be:

- To best look after your brain today and in the future – you need to eat well and limit your intake of junk food.
- The best diet for your brain is one that includes loads of plant foods, whether or not you also include animal foods – look for real, whole foods as the foundations of your diet.
- Your lifestyle also matters – stress, sleep, exercise and mental stimulation are all key for long-term brain health.

*article continues overleaf...*



**Joanna's Top Tips for other budding authors:**

- *Start with an original idea.*
- *Write up a pitch with an outline and try to get this in front of a publisher.*
- *Work on your media presence – it will be an added bonus.*



### 3. How do you go about writing such a book, with consideration to the current scientific evidence, but also staying easy and engaging to read?

It's a skill I've tried to hone over time! I did all the research first and once compiled, I worked on translating it – what does it mean for you and me in terms of what we eat and how we live our lives? I've tried to give enough science for those interested, without overwhelming the reader. The focus is on the foods and how to put them together in a delicious way – that's how I believe it becomes long term!

### 4. How would you like dietitians to share your new book with their clients?

I'd love dietitians to recommend the book to their clients and I hope it offers a resource they can trust in terms of providing clients with recipes and further reading. And of course I'd love any other promotion by fellow dietitians e.g. sharing a review or purchase links through newsletters and eDMs; posting or tagging on social media platforms; or having a copy sitting in reception.

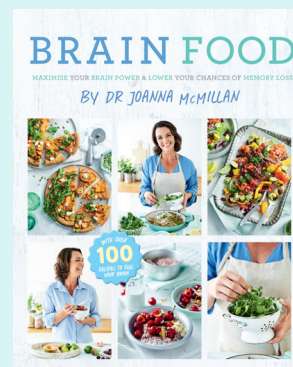
### 5. This isn't your first book. What do you enjoy most about being an author?

I'm basically a nerd and so love seeing a book come together. From the first boring pages of text on the computer screen, to the final printed colorful book in my hand... It's so satisfying and I still think printed books are a terrific medium for inspiring people to eat well.

## YOUR CHANCE TO WIN!

We're giving away a FREE copy of Dr Joanna McMillan's new book to one lucky *Infuse* reader.

To enter, simply email us at [info@dietitianconnection.com](mailto:info@dietitianconnection.com) with "Book Giveaway" in the subject line. In the email be sure to include your name, email, phone and one sentence on why you need this new book on your bookshelf. Competition closes 1 April 2019 and the winner will be contacted directly and announced in the DC newsletter.



**Brain Food by Dr Joanna McMillan (Bauer Books)**  
**RRP: \$35**

ISBN: 9781925694628  
Available at [magshop.com.au](http://magshop.com.au) and where all good books are sold

LEARN MORE:



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



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# Baked Cauliflower, Grapes, Millet & Salmon

**prep + cooking time: 1hr 20min**  
**serves 4**

## INGREDIENTS

- 1 small cauliflower (1kg/2.2lb)
- $\frac{3}{4}$  cup (150g) millet
- 250g (8oz) small red grapes
- 250g (8oz) skinless, boneless salmon fillet, cut into 5cm (2in) pieces
- $\frac{1}{2}$  cup (70g) skinless roasted hazelnuts (see swap)
- 250g (8oz) fresh ricotta

## Dressing:

- $\frac{3}{4}$  cup (180ml) extra virgin olive oil
- $\frac{1}{4}$  cup (60ml) red wine vinegar
- 2 teaspoons lemon thyme leaves



Recipe published with the permission of Dr Joanna McMillan and Bauer Books.

## METHOD

- Preheat oven to 180°C/350°F. Line an oven tray with baking paper.
- Cut cauliflower into large florets through the stem. Place on tray, cover; bake for 40 minutes. Increase oven temperature to 200°C/400°F.
- Meanwhile, make the dressing by whisking ingredients in a small bowl; season to taste.
- Place millet in a medium heavy based saucepan over low heat; stir continuously for 2 minutes or until lightly toasted. Pour  $1\frac{1}{2}$  cups (375ml) water over millet taking care, as it will spit; stir in  $\frac{1}{4}$  cup (60ml) of the dressing. Bring to the boil. Reduce heat to low; cook, covered, for 10 minutes or until millet is tender and water is absorbed. Remove pan from heat; stand, covered, until needed.
- Pull grapes from stalks; halve any large grapes.
- Uncover cauliflower; add grapes, salmon and  $\frac{1}{4}$  cup of the dressing. Roast for a further 25 minutes or until cauliflower is just soft and salmon is cooked to your liking.
- Coarsely chop hazelnuts. Fluff millet with a fork; stir in half the hazelnuts, then adjust seasoning. Layer millet mixture and cauliflower mixture on a platter. Serve topped with crumbled ricotta, remaining hazelnuts and remaining dressing.

Swap: You can use walnuts or almonds in place of the hazelnuts.





# 5 Tips





# Food Porn Dilemmas

Five Tips before clicking 'share' on your social media

by **Christina Turner APD** and Senior Teaching Fellow, Bond University

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**A** quick search on Instagram shows some 179 million posts on Instagram using the hashtag, #foodporn. Clearly food photos on social media are here to stay, but as dietitians, how do we keep up, without compromising our ethical responsibilities?

## What's the problem?

Last year I had the pleasure of attending FNCE 2018 in Washington D.C., where U.S. dietitians Marci Evans and Regan Jones presented a fascinating session on the "food porn dilemmas" of social media. During the session they also provided some great tips for maintaining the balance between using social media imagery without harming the health of community members.

When it comes to food, eating and body image, social media can be a risky place for the comparison game to play out. Our clients who are more likely to compare themselves to others might eat lower calorie food or start dieting, talk about their body more or perceive their body to be "worse". Not surprisingly, #fitspiration images have been notably linked to increases in depression, body dissatisfaction, over exercising and disordered eating.

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*So with these valuable insights from Marci and Regan's presentation, here are five top tips for dietitians sharing on social media.*

### 1. What's your intention for sharing?

This is a great question to ask before sharing either a photo of yourself or a foodie photo. Keeping our own privileges in check and assessing what we want the post to achieve, will help minimize potential negative mental health effects for our community members. And it might even inspire you to come up with non-foodie ideas!



### 2. Does it reflect your real life?

Ensure the images you post reflect what you normally eat, or similarly are the kinds of foods or meals you're encouraging your clients to eat. An occasional expensive meal or highly stylized food image might be okay, but let's keep it real – we don't eat like this every day, so be mindful of the perceptions it could be sending if you post these lavish pictures frequently.

### 3. Does the size of the meal in the photo match the recipe?

Whilst I'm a huge advocate for eating according to our hunger and fullness cues, it's misleading to show a portion size dished up that is vastly different to an estimated serve size in the recipe. Our clients need to juggle their food budget and appetites. If we get it wrong, they or their family can go hungry just by wrong assumptions from a photo.

### 4. Does the meal look easy to cook and tasty?

There are lots of tips and courses available to help you take better pictures. For example using natural lighting, clean surfaces and avoiding over-cropping photos (this one's a common rookie error!) can all help. However once we have the perfect image, it's important to ensure it still looks easy and affordable or people will feel disheartened.



### 5. Are you 'keeping it real'?

Is there an opportunity to show an "imperfect" meal that you stuffed up or really doesn't look appealing to eat?

Sometimes these posts with a dash of humor can be the most popular. Keeping it real shows you're human and goes a long way in creating genuine rapport with your followers.

LEARN MORE:



@\_christinaturner\_

# TAKE TWO A DAY



<sup>†</sup>2g of plant sterols daily lowers cholesterol within 4 weeks as part of a healthy diet low in saturated fat.

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## Catch a Rising Star

Shenanigans of a Dietitian with Anika Rouf

**S**he's the infectious dietitian behind *Shenanigans of a Dietitian*, who originally just wanted to share recipes and write a thing or two about her travel around the world. Little did she know this love for all things food, travel and photography, would resonate with followers.

Currently undertaking her PhD at the University of Sydney, looking at innovative ways (like social media) to engage young adults and change eating habits, Anika Rouf is our first rising star for 2019!



Images courtesy of @shenanigansofadietitian



***“My advice to a new graduate – don’t hold yourself back! Start whatever it is you really want to do...”***

Anika shares how Shenanigans of a Dietitian started on BlogSpot back in 2015 and was very much a personal thing. However on commencing her PhD she realized the power of the digital platform to make a bigger impact. “I started blogging on a new series called ‘The PhD diaries’ to share my monthly updates. During this whole time, I also kept thinking about starting a public Instagram and finally mustered up the courage to open an account after completing my first year.”

And as they say, the rest is history!

Chatting further about her growing profile – especially on social media and her recent appointment as a spokesperson for the Dietitians Association of Australia (DAA) – Anika admits it can be a struggle to continually deliver engaging evidence-based messages to her audiences. “To be honest, it has been very challenging to juggle social media with a full-time PhD, along with other work and family commitments. Engaging and creating content for social media can be very time-consuming. In the past, I was bogged down on quantity but nowadays, I am focusing on quality and striving to create content that is meaningful and offers value.”

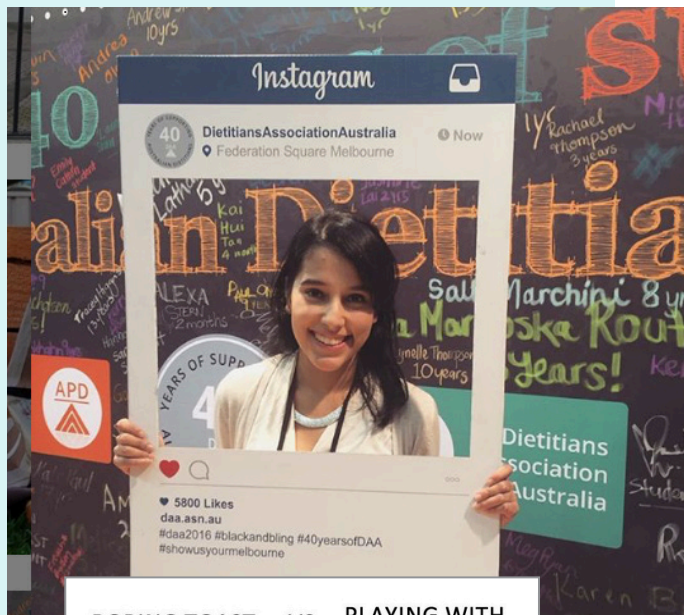
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### ***Anika’s top tip for getting everything done:***

***“I am constantly juggling numerous tasks so writing a to-do list helps me to get everything down on paper and prioritize what needs to be done first.”***



Below: Anika at her first DAA event.  
Images courtesy of @shenanigansofadietitian



#### LEARN MORE:



<https://www.anikarouf.com>



@shenanigansofadietitian



@anika\_rouf



Connect with Anika on LinkedIn

When speaking with Anika, it's evident her true dietetics passion is wrapped up in her current PhD research. "Focused on young adults because they have the worst diet quality out of all other age groups and typically see most diseases as a 'future-me problem,' it's important we find ways to better engage," says Anika.

"We also know young adults are the highest users of smartphones and social media. In fact, a typical young adult checks their phone 56 times a day. So, we're looking at how we can use this medium to influence young adults to make healthier choices."

"In testing this, my research more specifically focuses on calcium intake because this is a critical period for developing peak bone mass. Our research shows over 70% of the females in my age group (19–30 years) are not having enough calcium. So, I'm working on developing an intervention for this population."

As a young dietitian, following the research pathway with an appetite for seeking innovative ways to engage young adults, so as to improve dietary habits, Anika is forging a career for herself, in her own way! We wish her all the best over the coming years and look forward to following her rise to stardom – we're sure she'll only continue to grow from here!



# Dietitians *Snapped!*

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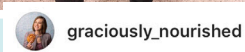
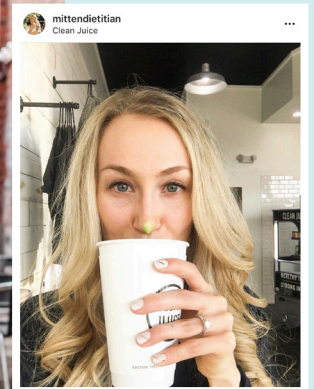
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*Courage is what  
it takes to stand up  
and speak;*

**Courage is also  
what it takes to sit  
down and listen.**

Sir Richard Branson

