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COVER STORY:

Hitting a Whole in One with Ellie Krieger

FEATURE
ARTICLES INSIDE:

.....

+ *Could Habits Hold
the Key to
Maintaining
Weight Loss?*

with Gina Cleo

.....

+ *Recovering from
Injury and Illness*

Sports Nutrition with
Jessica Spendlove

.....

+ *Catch a Rising*

Star Talking "Authentic
Spoon", with Tess Keightley

.....

SEPTEMBER 2019

 dietitianconnection®

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: info@dietitianconnection.com

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



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INNOVATION & DEBATE

Volume 3, Issue 3

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Clinical Nutrition Online Symposium

This September; our second Clinical Nutrition Online Symposium is here with a sensational range of exciting speakers and hot topics, as requested by you!

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From the Desk

of Maree Ferguson

Founder & Director, Dietitian Connection



I'm calling for a name change! Dietitian – diet – die: it's hardly the best name for a profession wanting to promote health and wellness. We've all been at a party when somebody asks what you do; before you proudly announce you're a dietitian and brace yourself for the response that follows.

When the word dietitian is mentioned most people immediately think "food police" and fear we'll judge them on what they eat. Someone once said to me "they thought going to see a dietitian would feel like a punishment for something they'd done wrong". A thought that saddened me – for if only people could see the typical dietitian, is seldom judgemental, highly empathetic and truly just wants to help.

Aside from those dietitians working in the media, who mostly use "nutritionist", or those in research using "doctor" or "scientist" somewhere in their title, the name dietitian continues to define the profession!

If we want to be the "go to" people for nutrition advice, I now believe more than ever, our name is holding us back. As a profession, we've come a long way in the last few decades from the concepts of dieting, and for some reason our name hasn't kept up with our current thinking of non-dieting and HAES.

I acknowledge, changing the name of an entire profession globally, will be no easy feat. For starters, what do we change our name to? I actually first raised this topic in June 2016 on the Dietitian Connection Facebook page and it created quite a stir, with many people thinking we shouldn't change our name at all. Other suggestions included:

"Nu

"Food doctor"

"Nutrition therapist" **"Nutritionist"**

"Food coach"

"Foodologist"

"Food/nutrition ambassador"

trition scientist"

"Nutrition coach" "Nutrition specialist"

Now of course, we can't just change our name, we also need to ensure we're providing a service and experience that meets, and ideally exceeds, our customers' needs. Do you know what your clients want most when they come and see you? Maybe that holds the answer!

It might be controversial to raise this again, but what do you think of a name change for the profession? And if we did change our name, what should it be?

Let's keep the conversation going - share your thoughts in the [Dietitian Connection Facebook group](#).

Hitting a Whole in One with Ellie Krueger

Dietitian–Nutritionist, Author, TV Host
and Executive Producer

When you think of passionate dietitians forging their own careers, it's hard to go past Ellie Krueger RD. As the host and executive producer of the Public Television cooking series “Ellie’s Real Good Food,” New York Times best selling author, James Beard Foundation award winner, Washington Post weekly columnist, and leading media go-to dietitian-nutritionist; Ellie takes the cake, with a cherry on top!

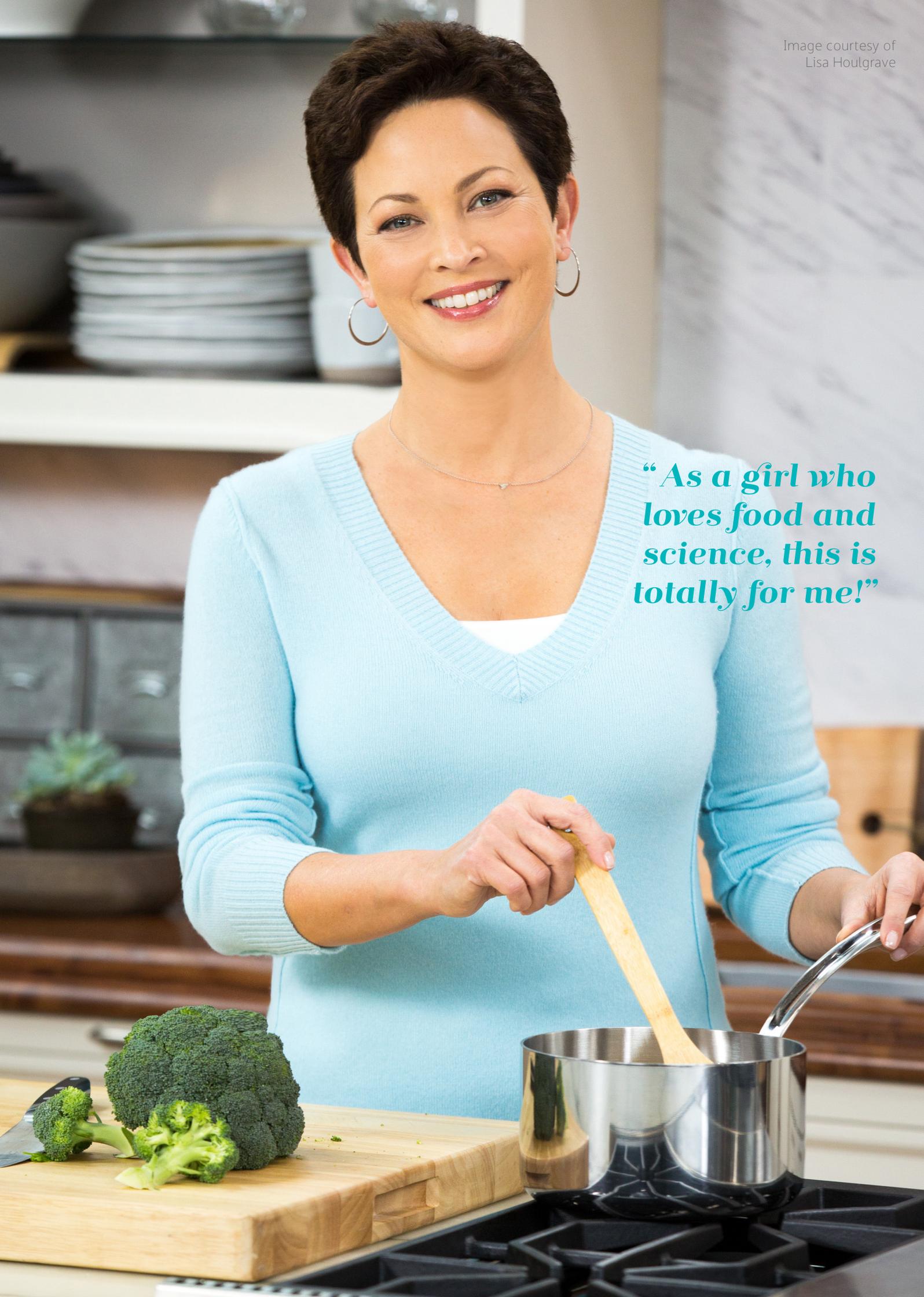
We were fortunate to sit down with the New York based dietitian, in the lead up to the launch of her latest cookbook, Whole In One, before a quick round of golf (jokes!).

Going back to where it all began, why did you choose to become a dietitian?

To quote my mom, “Ellie becoming a dietitian was like a pyromaniac becoming a fire fighter!” In other words, I’ve always loved food and been passionate about it. When I was younger, I really struggled with food and overeating. I found food to be the main thing that gave me pleasure, but through learning how to love food in a healthy way, (partially from the very sound advice from my mom), I decided to major in nutrition as an undergrad. And once I realized just what

article continues overleaf...

*“As a girl who
loves food and
science, this is
totally for me!”*



a wonderful, incredibly broad field it is, I was like, "As a girl who loves food and science, this is totally for me!"

What inspired you to forge a career as a TV dietitian / nutritionist?

Oh again, it was my mom! She sent me this article about dietitians working in the media. I remember putting it on my corkboard and saying, "That's what I want to do." I was so focused from that point forward in believing this was where I was meant to be, that I ended up majoring in nutrition education with a minor in journalism. Then once I'd graduated from my Master's, I started pitching. I pitched editors and producers story ideas; I'd worked hard at a couple of internships, one at CNN and one at CBS. I got a sense of how the business worked and then worked as my own publicist for several years, pitching both nutrition story ideas

"I think I've struck the balance to making the recipes healthy and luscious... whilst being able to be made all in one pan."

and myself. Gradually, little by little, I built up a list of people who would call on me to speak on TV or radio, and a couple of publications put their faith in me to write healthy eating articles. Somewhere along the way, I wound up on the right person's contact list, because I got a phone call from a woman who was casting a TV show called Living Better. I auditioned, got hired and the show soon became Living Better with Ellie Krieger. This was my first TV show and the start of really cracking the TV industry!

In addition to your TV career, you've also successfully authored a number of cookbooks, with your seventh cookbook launching in October...

It's actually out for presale now, but officially comes out on October 15. It's called Whole In One, and it features complete, healthy meals in a single pot, sheet pan or skillet. I'm really happy with it. Even though it's my seventh book, every time I write a book, I'm like, "Oh my gosh, this is so hard." It doesn't really get easier, but that's because I always care deeply about the work.

For your chance to WIN a copy of Ellie's new book- 'Whole in One' visit dietitianconnection.com/ellie



Image courtesy of Randi Baird

Whole In One, published by Hachette Books, is available online through Amazon, Barnes and Noble, Indie Bound and at all leading bookstores.



In this book, I wanted to come up with something unique and inspiring, but that also doesn't feel intimidatingly different – it still needs to be doable. I think I've struck the balance to making the recipes healthy and luscious with interesting flavours, whilst being able to be made all in one pan with ingredients that are easy to access. Don't get me wrong, it's been a lot of work, pretty intense and physically exhausting, but now I have the final product, it's all worth it... and maybe I just need a long nap!

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Top: Image courtesy of @ellie_krieger, Above: Image courtesy of Randi Baird

You headed up the nutrition education initiative at the healthy kids' fair on the White House lawn with First Lady Michelle Obama. That must have been an experience?!

It was! When Michelle Obama first started the garden at the White House, I was so inspired. I decided to write her a letter and I sent a book along with it. Although I had a PR contact for her assistant, I was basically writing The White House, Pennsylvania Avenue on the address, which just felt unreal. In the letter I offered to be of service. Of course I wasn't expecting a response, but I actually got a call from her chef leading the initiative, Sam Kass, asking if I could come and participate in this initiative for kids at the White House in about a week's time. As you can imagine, I sort of had to drop everything that was going on in my life (except my daughter and husband who came along as well), and just embrace the experience. Being able to share this with my little family made it such a wonderful memory as well. As part of it all, I also got the chance to help prep food in the White House kitchen, whilst my daughter just followed Michelle Obama around all day!

I also went back for another event that was the Chefs move to schools where I got to work with a group of school kids to harvest the garden and create dishes with them. Incredibly fantastic experience and truly inspiring!

ELLIE'S HABITS FOR SUCCESS...

- *Always remaining flexible – Sometimes things go wrong, but they can still be a success!*
- *Say yes and figure it out later*
- *Yoga – It helps me stay balanced, strong, flexible and centred!*
- *Listen*

"...we need to swing the bat and expect that sometimes... we'll miss. But we just have to learn from it and keep swinging"

In terms of overcoming challenges, do you have any advice for younger dietitians?

Oh for sure – I've faced lots of challenges. I think first of all, we have to learn to expect challenges. Nobody is moving forward constantly. As dietitians we typically tend to think in a very linear manner, especially from an academic perspective... these are the steps you take and this is where you go. But real life doesn't work like this. I think we need to swing the bat and expect that sometimes --often, even--we'll miss. But we just have to learn from it and keep swinging – sooner or later you'll hit one out of the park!

I guess what I'm saying is there is no such thing as failure, unless you stop swinging and give up. We all feel like we're getting beaten at times and think we're not good enough. Even I'm sometimes plagued by self-doubt and again, I know I just have to push through it (and keep swinging)!

LEARN MORE:

 <https://www.elliekrieger.com>

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Could Habits Hold the Key to Maintaining Weight Loss?

#habitchange

by Dr. Gina Cleo, PhD APD



Type “diet for weight loss” into Google and nearly 51 million results appear. Yet no matter the diet, the evidence shows majority will not aid long-term weight loss. In fact, in the first year most people will regain 50% of weight lost, and much of the rest in the following three years.

We inherently know keeping a healthy weight boils down to three things: eating healthy, eating less, and being active. But despite best intentions, doing this can be tough. We make hundreds of food decisions a day, most of which appear to be automatic or habitual. We generally unconsciously eat without reflection, deliberation or any sense of awareness of what or how much food we select and consume. And all too often our habitual behaviors, override our intentions.



Images courtesy of Dr. Gina Cleo



"Changes in small daily habits can result in successful weight-loss maintenance."

I recently led a study published in the International Journal of Obesity, which found the key to maintaining a healthy weight is to reinforce healthy habits. Imagine each time a person gets home in the evening they eat a snack. When they first eat the snack, a mental link is formed between the context (getting home) and their response to the context (eating a snack). Every time they subsequently snack in response to getting home, the link strengthens, to the point getting home prompts automatic snacking; and the habit is formed!

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In the study, we recruited 75 volunteers (aged 18–75) with excess weight and randomized them into three groups. One group focused on breaking old habits; one promoted forming new habits; and the third group was a waitlist control.

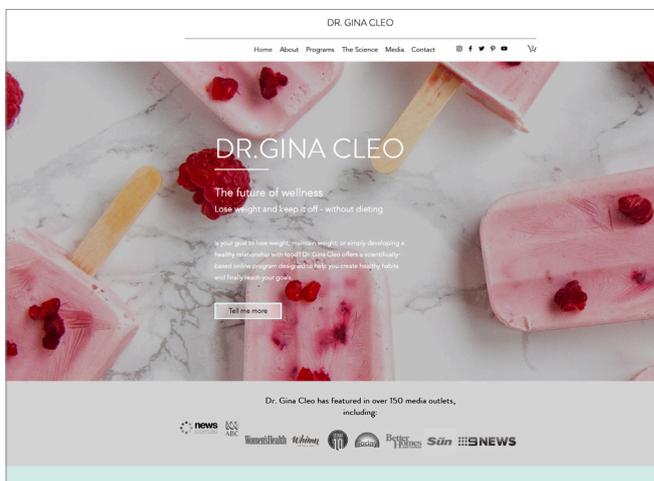
The habit-breaking group was sent a text message with a different task to perform every day. These tasks were focused on breaking usual routines and included things such as “drive a different way to work ” or “listen to a new genre of music”. The habit-forming group was asked to follow a program focused on forming habits centered on healthy lifestyle changes. The group was encouraged to incorporate ten simple, healthy tips into their daily routine, so they became second nature.

Unlike usual weight loss programs, these interventions did not prescribe specific diet plans or exercise regimens; they simply aimed to change small daily habits. After 12 weeks, participants on both the habit-based programs lost an average of 3.1kg (6.8lbs). More importantly, after 12 months of no intervention and no contact, they had on average lost an additional 2.1kg (4.6lbs).



"I believe habit-based interventions have the potential to change how we think about weight management."

I'm now working on a global randomized controlled trial to assess how our temperament influences our habits and how much support from a coach impacts weight loss outcomes. I believe habit-based interventions have the potential to change how we think about weight management and, importantly, how we achieve it.



Images courtesy of Dr. Gina Cleo

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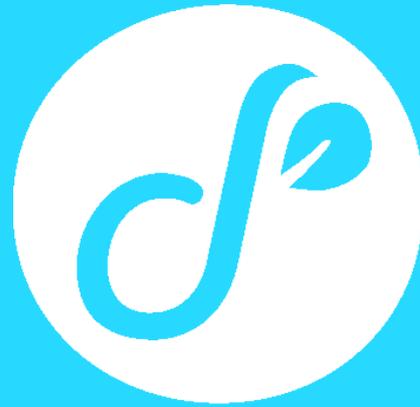
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1. Understand your target audience

Devise a customer avatar to get a crystal clear picture of your ideal client. Define their age, gender, address, income, interests, family situation and where they source their information. By getting into the skin of your clients you can tell the right story to the right people, at the right time.

2. Share your unique story

What makes you unique from other dietitians? Think deeply about the “who, what, why and how” of your services so you can communicate these points of difference and build brand value.

3. Be the problem solver

What problems do your customers face in their daily life and what are your solutions? Let them know how you can partner with them to get the results THEY want to see – rather than just listing a bunch of services.

4. Connect facts with real life examples

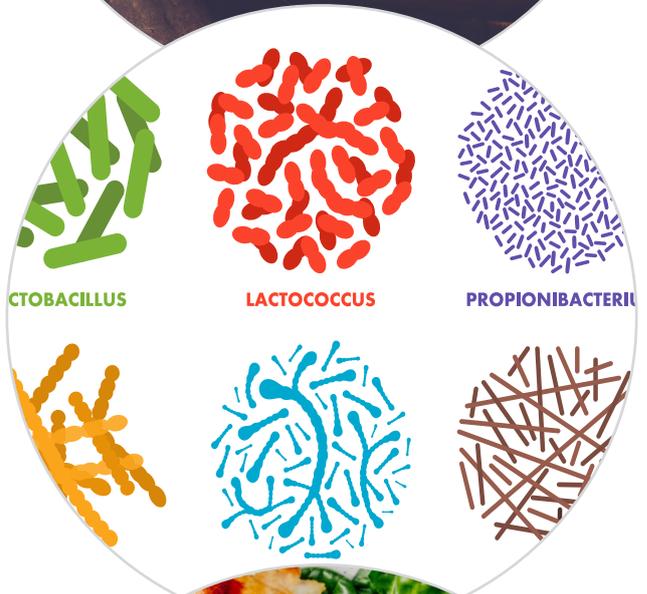
Data is a great hook for a story, but it should only play a supporting role. Instead of making statements, make facts come alive by sharing a story about a client who overcame a related challenge by using your services. And never underestimate the power of testimonials, where other people tell your story!

5. Make it personal

It goes without saying that trust is the cornerstone of building quality customer relationships. Your clients want to do business with a real person with hopes, dreams and challenges. Don't be afraid to share your business and life journey and portray a human face to your customers.

If you'd like some specific advice about building your brand, get in touch with Amber! Phone **0403 000 330** or Email **amber@freshprm.com.au**





Recovering from Injury and Illness

Sports Nutrition with Jessica Spendlove

Sport is big business - elite teams are corporate entities, professional athletes have limited careers, and the every day runner is the target of sportswear brands. When interrupted time to training directly impacts athletic performance (and in some cases money), the role of a sports dietitian is to help minimize the risk of illness and injury.



We asked Sports Dietitian Jessica Spendlove, who works with some of Australia's leading professional sports teams to share her strategies on preventing and managing injury and illness in the athletic population.

1. Food First

Ensuring athletes are at a minimum meeting Dietary Guidelines for fruit and vegetable intake, in particular vegetables, is instrumental to making sure athletes are healthy, and able to train and perform at their best.

2. Carbohydrates are King

Ingesting carbohydrates during and after intense training, not only provides performance and recovery benefits, it also assists in reducing cortisol; the stress hormone elevated during intense exercise. This action can also help minimise the risk of certain illnesses including upper respiratory tract infections (URTIs).

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3. Use Evidence-Based Targeted Strategies

Integrating supplements in addition to baseline dietary strategies can provide an added level of protection or minimize the duration at onset. The use of certain probiotics has been shown to reduce the incidence of URTIs by about 50%. And the early commencement of zinc (within 24 hours) of URTIs onset, can minimize the duration of symptoms.

LEARN MORE:



<http://www.jessicaspendinglove.com>



@jess_spendlove_dietitian

Learn more with Jessica at our upcoming **Online Symposium** in September.

Register today at
dietitianconnection.com

Images courtesy of
@jess_spendlove_dietitian



4. Shift the Paradigm – focus on muscle maintenance, rather than fat loss

When injured, athletes can become focused on not gaining fat, which can result in over restricting total energy intake. Educating athletes on the importance of maintaining lean mass and tailoring dietary advice to facilitate this is essential. Dietary focus areas during this time should include energy balance and protein intake – type, timing and distribution.

5. Be Strategic with Supplements

While the overall quality and quantity of nutritional intake is paramount during an injury, there are a number of nutritional supplements shown to be helpful in rehabilitation. Dependent on the type and extent of the injury, supplements which may be appropriate include creatine, omega-3 fatty acids and collagen / gelatin.



Making it Easier to Translate Research into Practice

by Adrienne Young, Assoc Professor and Advanced APD,
Research Coordinator, Nutrition and Dietetics RBWH

Have you ever tried to implement an evidence-based change in your practice? How'd it go?

If you saw short-term changes before things returned to the status quo, or the successful uptake of only some parts of your intervention – you're not alone.

Let me share an example of failed implementation from my practice. This involved implementing “red trays” to solve the problem of poor mealtime assistance. I did all the usual things – consulted with stakeholders, redesigned processes to ensure the trays were ordered and delivered to the right patients, enlisted nursing champions, and provided education to all staff groups involved. But I saw no change in mealtime care for my patients when red trays were used.



Implementing practice change is hard; especially when it involves behavior and systems changes in complex adaptive systems like hospitals and health services. The emerging research field of implementation science tells us that using implementation theories, models and frameworks can increase our likelihood of success, but navigating the jargon and theory can be mind boggling to clinicians and novice implementers.

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Image of Adrienne Young,
courtesy of RBWH Clinical
Multimedia



Images courtesy of 'Eat Walk Engage'

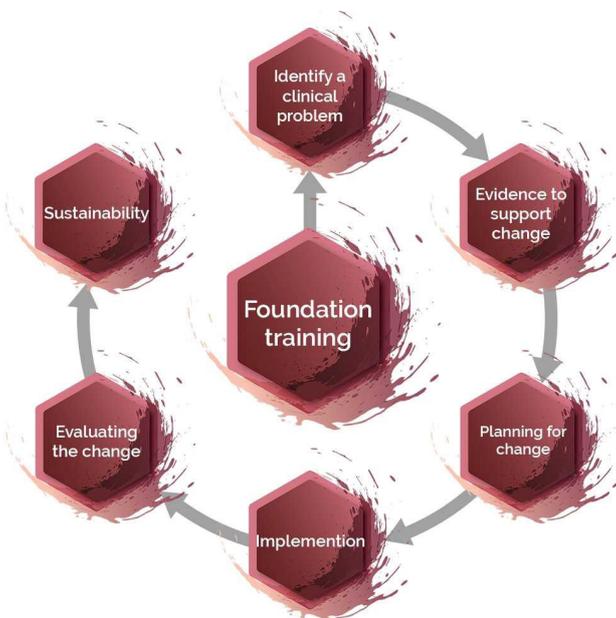
"...dietitians need regular support and mentoring to implement change."

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Knowing this, a group of Queensland dietitians have developed a range of measures to support dietitians and other health professionals to translate evidence into their practice. Our colleagues told us they needed training aimed at a foundation level and presented to them online using short snippets to fit in their busy work days¹. We also knew from our experience and local research, that dietitians need regular support and mentoring to implement change². This led us to develop *AH-TRIP – Allied Health Translating Research into Practice*, a free online training program informed by science that aims to equip health professionals to translate research into practice³.

We have since applied the AH-TRIP approach to make significant improvements to the mealtime experience and nutritional intake of older hospital patients. Rather than assume the problem of poor mealtime assistance was poor nursing knowledge about patient assistance needs (as the “red tray” intervention assumes), we used audit and interviews with patients and staff to understand the real problem. Using local and international research evidence, our team developed mealtime assistance and foodservice interventions including “assisted mealtimes”, fortified meals and snacks, and oral nutritional supplements. We implemented these in a way that overcame local barriers such as competing priorities at mealtimes, demands on nursing time and tight foodservice budgets.



Above example: The AH-TRIP initiative is a training package designed to prepare clinicians to plan and undertake a translational research project in their practice.

Key to our success was embedding our mealtime improvements in the *Eat Walk Engage* program, which is a multidisciplinary program to improve care of older people in hospital. Our efforts have paid off – patients are now eating 20% more energy and protein, and are consistently receiving timely assistance with their meals⁴, even now, nearly five years post-implementation.

If you're currently implementing a practice change, and feeling a little lost or overwhelmed, you're not alone! There are tools and training resources available to help, so come try AH-TRIP with us, and make the process of translating research into practice that little bit easier.

Image courtesy
of RBWH Clinical
Multimedia



*"...we used audit and interviews
with patients and staff to
understand the real problem."*

Acknowledgements:

The AH-TRIP team, especially Ingrid Hickman, Katrina Campbell, Shelley Wilkinson, Ashley Cameron and Sally Barrimore, and the Eat Walk Engage team, especially Alison Mudge, Prue McRae, Margaret Cahill, Karen Lee-Steere and Merrilyn Banks.

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Catch a Rising Star

Talking “Authentic Spoon”, with Tess Keightley

There are a host of young dietitians leading the “influencer” fight to share evidence-based nutrition information. Here at DC, we’re lucky enough to work with Tess Keightley, aka Authentic Spoon, and we thought we’d talk all things social media and her rise as a nutrition influencer.

Tell us how pursuing a career in dietetics all started.

Dietetics was not something I’d planned for myself. After finishing high school, I originally began studying a Bachelor of Multimedia. I had this career dream of wanting to be a music producer or create music videos! About 12 months into the degree, I decided to defer and take some time off.

On break from study, I unexpectedly developed quite severe acne and unexpected weight gain. I went straight to “Dr Google” in search of natural cures and came across a lot of dietary recommendations and nutrition advice. I found the idea of nutrition interesting – I would spend hours learning about nutrition and creating healthy recipes, and it quickly became a hobby. When the time came to return to university, my mum (having a strong science background) and seeing my interest in nutrition, suggested I study dietetics...

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TESS’ TOP TIPS FOR INSTAGRAM:

- **Be authentic & original**
- **Have a point of difference**
- **Collaborate don’t compete**
- **Post quality content that reflects your brand**
- **Engage and build a community of like-minded people**
- **Take good quality images, lighting is everything!**

"It's taken six years for me to get where I am today! As a student I spent 20 hours a week building my Instagram brand. It didn't happen overnight – it took time, effort and consistency to build my following."



So, I enrolled and it's been the best decision I've ever made.

Prior to studying dietetics, I found so much conflicting nutrition information online and found it extremely overwhelming. I didn't know who or what to believe. I remember taking on nutrition advice I'd read on Google and thought I had to remove food groups in order to be healthy. It wasn't until I started learning evidence-based nutrition information that my views really changed!

What inspired you to go out on your own and start your business, Authentic Spoon?

I would never have thought, the Instagram account I created six years ago as a hobby, and a platform for me to share my recipes and things I was learning, could turn into a business. This was, as they say, an "accidental" business. I created @authentic_spoon back in 2013, social media influencers were just kind of emerging. Little did I know at the time; I could get paid for things I was already doing. Having a background in

Images courtesy of Tess Keightley

multimedia and having seen how integral social media marketing could be for businesses, and naturally being a creative person, I decided to play to my strengths.

I used social media to create a brand and a name for myself, by being my authentic self. I spent many long hours building my Instagram and networking. The account slowly began growing, and in my second year of studying dietetics, I began making a passive income from food collaborations.

I'd also heard from my peers there was a shortage of jobs in dietetics, so that further fueled me to create my own path and find the courage to just go for it. I wanted to be able to create my own opportunities and make the most of them.

Whilst building my brand, I also saw the shortage (at the time) of evidenced-based nutritional professionals on social media. I remember being easily influenced by the misinformation I read about nutrition online prior to studying dietetics, so I was motivated to give my audience access to "authentic" and genuine evidenced-based nutritional information. So, this inspired the idea of working as an online digital dietitian.

Talking about being a digital dietitian, who's your favourite fellow dietitian to follow?

Oh gosh... This is like asking me to pick my favourite food. There's just too many! I guess if I had to pick, my two would be Lyndi from @nude_nutritionist for her authenticity and Elsa from @elsas_wholesomelife for her food styling and creativity.

What do you see as the key to the future of dietetics?

I think it's important for dietitians to be visionary enough to recognise the many potential work opportunities we can create for ourselves.



I believe technology will continue to change and shape the future of dietetics. We're already seeing it happen now with apps, telehealth, online programs, the media and the internet. The key will be how dietitians stay at the forefront and be involved in these changes, to ensure we're the leading voice when it comes to nutrition. These technological advancements open endless opportunities for dietitians, it's an exciting time!

What do you love about working with DC?

I still pinch myself for this opportunity! I love the ongoing learning opportunities and variety of experience, it's invaluable. The support and encouragement I receive from Maree and Kate is also fantastic. They're a truly inspiring dream team to work with and I am so grateful for the guidance and mentoring.

LEARN MORE:

 <https://www.authenticspoonnutrition.com>

 @authentic_spoon

 @authenticspoon

“

*There is no failure.
Only feedback*

Robert Allen

