

COMPLIMENTARY WEBINAR PRESENTATION

# Behind the Headlines: Ethical and Socially Responsible Communications

Presented by Kathleen Zelman, MPH, RDN, LD  
Wednesday, October 4, 2017, from 2-3 PM EDT



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**Date: Wednesday, October 4, 2017**

**Time: 2-3 pm Eastern Time (ET)**

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*Suggested CDR Learning Codes: 1050, 1090; Level 2*

*Suggested CDR Performance Indicators: 1.1.2, 1.1.3, 1.1.4, 1.1.8*

Registered dietitian nutritionists have diverse roles and responsibilities. Yet to be successful, every RDN professional has a responsibility to be an effective communicator and support and uphold the code of ethics as described by the Academy of Nutrition and Dietetics. This is becoming increasingly more challenging with the competitive voices on social media and the internet. It is further complicated when evidence is limited and when dealing with trending, emotional issues and fact-resistant people.

This presentation will focus on navigating the challenges of professional ethics with a road map to responsible communications, even if evidence conflicts with personal beliefs; including tips on translating science into sensible sound bites and creating messages that resonate with consumers in a wide range of outlets from television to social media to consumer communications. This webinar will be presented by **Kathleen Zelman, MPH, RDN, LD**.

## Learning Objectives

After completing this continuing education course, nutrition professionals should be able to:

1. Understand the mindset of today's consumers behind the headlines
2. Employ effective communication strategies that resonate with fact-resistant consumers
3. Complete a review of the professional code of ethics through case study analysis

## How to Join the Webinar

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## System Requirements

Operating System	Internet Browser	Media Playback	Audio
Windows 10	Google Chrome 55+	HTML5 streaming enabled browser	Audio must be streamed through computer speakers or mobile device.
Windows 8.1+ Pro	Internet Explorer 11+	Apple iOS http streaming enabled browser	
Windows 7	Firefox 51+	Android http streaming enabled browser	We recommend using Firefox or Google Chrome for optimal experience.
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