

"Cutting Through Misinformation"

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Today's Topics

How do we best communicate nutrition information using evidenced-based science?

What are some examples of quality nutrition messages that empower consumers to make healthier choices?

Where can I get more information about health promotion efforts?

What are some examples of misinformation in the news and how do we evaluate claims being made?

Q&A

How confused
are consumers
and how did we
get here?



Q&A

What is an example of misinformation in the marketplace?



Q&A

What is the source of the misinformation?
Is it the 10-second sound bite or is the industry itself the challenge?



Q&A

Are there examples of quality nutrition information actually helping consumers make good decisions?



Q&A

Should brands do more to support consumer education?



Q&A

Waive a magic wand and make one change on the industry side or the consumer side – to improve matters...



Q&A

Wrap up with
your headline
for the day.

