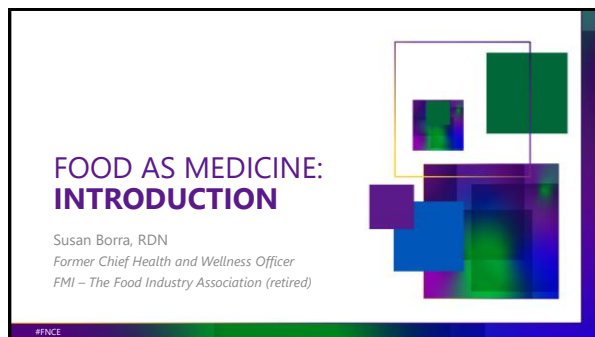




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INTRODUCTION

- As dietetic professionals we have been talking about “**food as medicine**” for our entire career. We may not have used these exact words, but when you looked how we practice, it is what we do.
- Now **consumers** have caught on to this concept and they are **driving the trend**.
- The time is right for our profession to take a **lead role** in the food as medicine movement and continue to help consumers, clients, and the public to achieve **good health with food**.

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DEFINING FOOD AS MEDICINE

In March 2021, the Academy adopted a definition of food as medicine:

Food as Medicine is a philosophy where food and nutrition aids individuals through interventions that support health and wellness.

Focus areas include:

- Food as preventative medicine to **encourage health and well-being**;
- Food as medicine in **disease management and treatment**;
- Food as medicine to **improve nutrition security**; and
- Food as medicine to **promote food safety**.

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TODAY'S SESSION

- How this effort got started at the Academy and the Foundation
- How consumers are embracing the concept of Food as Medicine
- How Food as Medicine plays an important role in all aspects of our practice as dietetic professionals

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LEARNING OUTCOMES

1. Describe the scope of Food as Medicine as defined by the Academy.
2. Identify the consumer drivers of the Food as Medicine movement.
3. Apply Food as Medicine principles within your own practice.
4. Promote the value of registered dietitians leading Food as Medicine initiatives.

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THE EXPERTS FOR TODAY'S SESSION:



Allison Yoder, MA, RDN, LD
Academy of Nutrition and
Dietetics Foundation



**Krystal Register, MS, RDN,
LDN, FAND**
FMI – The Food Industry
Association



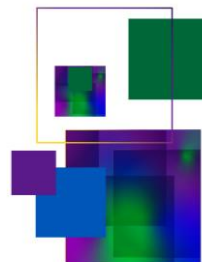
**Amaris Noguera-Bradley,
MPH, RD**
Eat Well Global

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FOOD AS MEDICINE: DEFINING THE CONCEPT

Allison Yoder, MA, RDN, LD
*NFRPD Fellow, Academy of Nutrition and
Dietetics Foundation*



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DISCLOSURES

Allison Yoder, MA, RDN, LD

- **Employer:**
 - Nutrition in Food Retail Program Development Fellow through the Academy of Nutrition and Dietetics Foundation
- **Grants / Research Support**
 - The Academy Foundation's "Leveraging RDNs in the Food Retail Environment to Improve Public Health" project was funded through a grant from Walmart.
- **Board Member/Advisory Panel**
 - The Aspen Institute "Food is Medicine" advisory board
- **Other**
 - Academy of Nutrition and Dietetics' 2020-2021 Leadership Institute
 - Academy of Nutrition and Dietetics Food as Medicine research development team

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ACADEMY OF NUTRITION AND DIETETICS: 2017 VISIONING REPORT

***"Food Becomes Medicine
in the Continuum
of Health"***

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WHAT IS MEDICINE?

- **Merriam-Webster Dictionary:**

- Medicine is something that affects well-being.
- Medicine is the science and art dealing with the maintenance, prevention, alleviation or cure of disease.

- **Oxford Dictionary:**

- Medicine is the science and practice of the diagnosis, prognosis, treatment and prevention of disease.



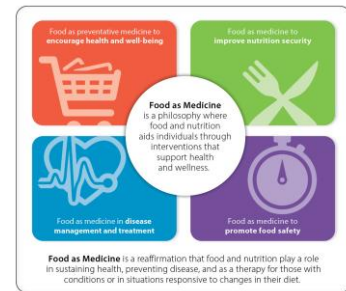
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Source: iStock / Getty Images Plus #843903498

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eat right. Academy of Nutrition and Dietetics

FOOD AS MEDICINE DEFINITION



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Source: Academy of Nutrition and Dietetics, Definition of Terms

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NFRPD ADVISORY GROUP

- Advisory Group Chair: Sue Borra, RDN
- Advisory Group: 24 individuals



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SCOPING REVIEW



www.eatrightfoundation.org/foodasmedicine

8 databases searched

211 studies met inclusion criteria

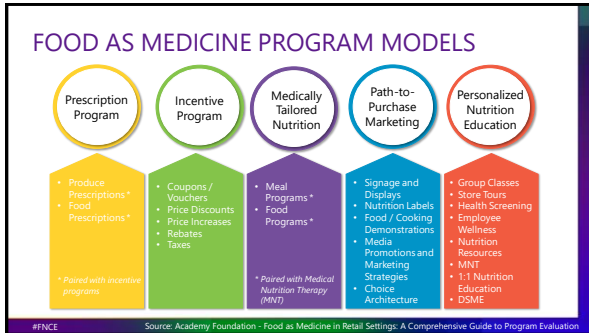
Analyzed landscape of **food retail nutrition programs** and **Food as Medicine interventions**.

Assessed improvement in **health outcomes** and **cost effectiveness**.

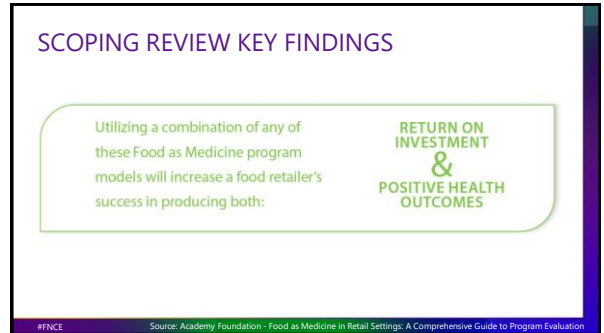
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Source: JAND - DOI: <https://doi.org/10.1016/j.jand.2020.08.010>

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DISCLOSURES

Krystal Register, MS, RDN, LDN, FAND

- **Employer**
 - FMI – The Food Industry Association
- **Academy Positions:**
 - Food & Culinary Professionals DPG – Membership Chair
 - Academy Foundation Fellowship Mentor – Nutrition in Food Retail Program Development
- **Advisory Groups:**
 - USDA MyPlate National Strategic Partner
 - Retail Dietitian Business Alliance (RDBA) Advisory Board
 - Portion Balance Coalition – Advisory Committee

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WIDESPREAD CHANGE IN THE HEALTH & WELL-BEING LANDSCAPE

Consumers are prioritizing health & well-being.

The concept of Food as Medicine is being driven by growing consumer acceptance.

Health & well-being efforts are accelerating to meet consumer demand for health related to food.

As a result, the concept of Food as Medicine has emerged in public health and food retail settings.

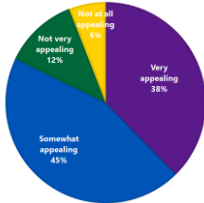
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Source: Academy Foundation – Food as Medicine in Retail Settings: A Comprehensive Guide to Program Evaluation, 2021

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CONSUMERS AND FOOD AS MEDICINE

ASSOCIATIONS WITH THE TERM after hearing the description



WHY THE CONCEPT IS APPEALING to those who consider it appealing



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Source: FMI / ANDF Food as Medicine Report, 2021

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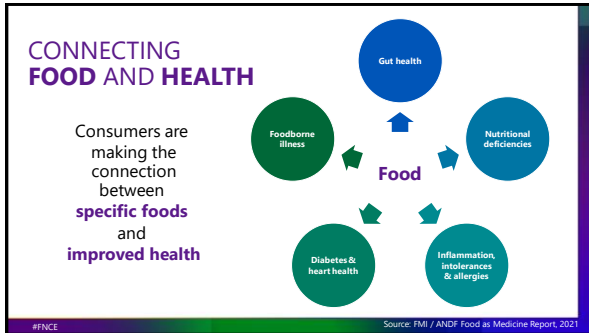
THE CULTURE OF FOOD AS MEDICINE

• **Digital Ethnography:** An exploration of the digital world, shows that consumers are sharing articles, commenting, and engaging in conversation about food and health.

- "What are consumers looking for when it comes to:"
 - food as preventative medicine,
 - food as medicine to help manage disease,
 - food as medicine to improve food security, and
 - food as medicine to promote food safety?

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RETAILERS AND FOOD AS MEDICINE

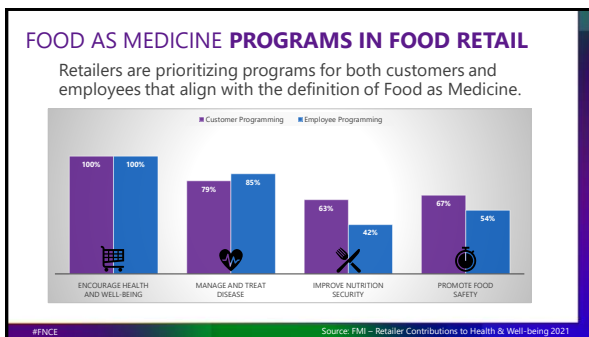
"When you hear the term Food as Medicine, what do you think of?"

- "Healthy eating to prevent physical / mental problems."
- "Supporting shoppers with personalized food, solutions, RDN counseling and programs."
- "Food and nutrition can lead to better health outcomes and help fight chronic diseases."
- "Food being used as a primary intervention to prevent, manage, or treat disease."

FMI Board Policy Statement on Food as Medicine
- Industry alignment to support the Academy definition

Source: FMI / ANDF Food as Medicine Report, 2021

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FOOD AS MEDICINE APPLICATIONS ACROSS ALL DIETETIC PRACTICE AREAS

- RDNs share ideas about how to make Food as Medicine initiatives successful:

- "Communicate that Food as Medicine is science-based."
- "Emphasize that other strategies can also help with disease prevention – such as exercise, sleep and stress reduction."
- "Don't imply that food will replace medication or 'treat' disease in quite the same way as prescribed medication or treatment."
- "Improve access to healthy foods so everyone can benefit."

Source: FMI / ANDF Food as Medicine Report, 2021

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RDNS
CONNECT
FOOD TO
HEALTH



Consumer Need for Convenience

Personalization and Customization

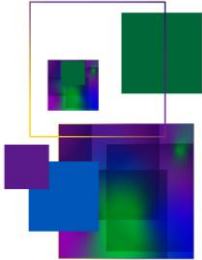
Use the Expertise of a Registered Dietitian Nutritionist

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FOOD AS MEDICINE:
DIETITIANS IN
ACTION

Amaris Noguera-Bradley, MPH, RD
Vice President
Eat Well Global



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DISCLOSURES

Amaris Noguera-Bradley, MPH, RD

• Employer: Eat Well Global

• Board Member:

Food and Culinary Professionals Dietetic Practice Group,
On The Menu Editor

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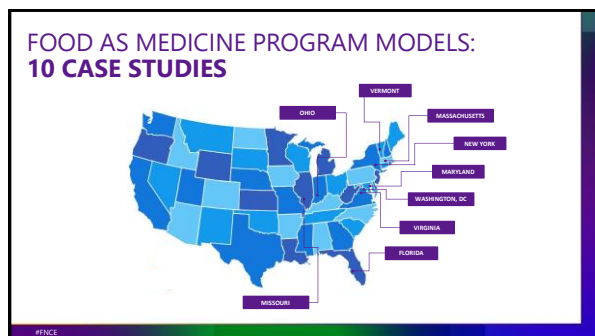
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BRINGING FOOD AS MEDICINE PROGRAM
MODELS TO LIFE: RDNS IN ACTION



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CASE STUDIES

Food as preventive medicine
to encourage health
and wellbeing

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"WHEN SOMEONE IS EITHER DIAGNOSED WITH A NEW CHRONIC HEALTH CONDITION, OR SIMPLY WANTS TO AVOID ONE, THEY COME TO EATINGWELL® FOR INSPIRATION ON HOW TO MANAGE IT IN THE KITCHEN"

Source: EatingWell Magazine

Breana Lai Killeen, MPH, RD
Manager, Test Kitchen & Editorial Operations
Meredith Corporation, EatingWell® Magazine
Shelburne, VT

- Education:** All recipes adhere to nutrition guidelines and include nutrition facts, allergen information, nutrition tagging (for heart health, low sodium/carb, Diabetes appropriate, etc.), and highlight when recipe is a good source (20% DV) of key nutrients

Email: Breana.Killeen@eatingwell.com
Instagram: @BreanaKilleen

#FNCE Source: EatingWell® Magazine online

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"WE SUPPORT OUR CLIENTS' HEALTH AND WELLNESS GOALS BY CREATING ACCESS TO A VARIETY OF BETTER-FOR-YOU MENU OPTIONS, PROVIDING EDUCATION IN OUR CAFÉS, AND OFFERING INCENTIVES TO HELP DRIVE HEALTHY LIFESTYLE BEHAVIORS"

Source: Deanne Brandstetter

Deanne Brandstetter, MBA, RDN, CDN, FAND
Vice President, Nutrition & Wellness, Compass Group
Ithaca, NY & Naples, FL

- Education:** Cooking demos, free samples, nutrition labeling
- Marketing:** Better-for-you options strategically placed at check-out, in salad bars and in beverage coolers
- Incentives:** 20% discount on select stations, one free meal after purchase of only 4, free fruit with better-for-you lunch purchase, better-for-you meals subsidized 50% below market value

Email: Deanne.Brandstetter@compass-usa.com
Instagram: @DeanneBrandstetter
Twitter: @Brand_Deannerd

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"CUSTOMERS MAY GO TO THE DOCTOR MAYBE TWICE A YEAR, BUT THEY VISIT THE GROCERY STORE MAYBE TWICE A WEEK! AS A RETAIL DIETITIAN, I AM ONE OF THE **MOST ACCESSIBLE HEALTH PROFESSIONALS** IN THE COMMUNITY THAT MY STORE SERVES"



Source: Jillian Griffith

Jillian Griffith, MSPH, RDN, LDN
Nutritionist, Giant Food

Washington, DC

- Education:** free online nutrition classes, individual counseling, store tours, community wellness events, Nutrition Made Easy!™ Podcast
- Prescription Program:** Produce Rx program with DC Greens, Amerihealth Caritas and DC Department of Health
- Marketing:** shelf tags and "dietitian tips" signage

Email: Jillian.Griffith@giantfood.com

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CASE STUDIES

Food as medicine
in disease
management and
treatment



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"I FOCUS ON A **FOOD-FIRST APPROACH** TO OVERCOMING BARRIERS TO HEALTHY EATING, AND I'M DEDICATED TO HELPING OTHERS FIND THE BEST STRATEGIES FOR THEM TO **NOURISH THEIR MIND, BODY, AND SOUL**"



Source: HealthyFamilyProject.com

Chef Julie Harrington, RD
Culinary Nutrition Consultant, Julie Harrington Consulting, LLC
Co-Founder, Culinary Nutrition Studio, LLP

Succasunna, NJ

- Education:** virtual & in-person hands-on nutrition education cooking classes, educational web articles and videos through the Food Rx project with the Healthy Family Project, The Healing Soup cookbook

Email: Julie@julieharringtonrd.com
Website: JulieHarringtonrd.com
Instagram: @ChefJulie_RD
Facebook: ChefJulieRD
Twitter: @ChefJulie_RD

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"**CULTURAL SENSITIVITY** IS A **MUST** TO HAVE A RAPPORT WITH PATIENTS, TO UNDERSTAND THE FOODS THAT ARE CONSUMED...AND TO HAVE **BETTER HEALTH OUTCOMES**"



Source: Jonathan Valdez

Jonathan Valdez, MBA, RDN, CSG, CDN, CCM, CDCES, ACE-CPT
Owner and Founder
Genki Nutrition

New York City, NY

- Education:** in-person and telehealth individual nutrition counseling for disease prevention/disease management/weight management, in-house kitchen makeovers, personal training

Email: Jon@genki-nutrition.com
Instagram: @GenkiNutrition
Twitter: @GenkiNutrition
Facebook: GenkiNutrition

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"FOOD IS MORE VERSATILE THAN WE THINK. IT CAN BE LIKE MEDICINE, IT CAN BE **THERAPEUTIC... TELEHEALTH INCREASES ACCESS TO DIETITIANS FOR EVERYONE**"



Divya Aggarwal MS, RDN, LD
Health Coach
GemCare Wellness



Cleveland, OH



- **Education:** telephonic adult and youth nutrition counseling and health & wellness coaching



Email: Divyaggarwal@gmail.com



Source: EatRightPhoto.org

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CASE STUDIES

Food as medicine
to promote food safety



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"FOOD SAFETY IS FUNDAMENTAL TO HEALTH AND WELL-BEING BECAUSE **FOOD AND WATER HAVE TO BE SAFE TO SUSTAIN HEALTH**"



Hilary Thesmar, PhD, RD, CFS
Chief Food and Product Safety Officer & Senior Vice President, Food Safety
FMI - The Food Industry Association



Falls Church, VA



- **Education:**
 - Industry stakeholders: to help industry source safe products, maintain the safety of products
 - Consumers: to reduce their risk of foodborne illness, in collaboration with the Partnership for Food Safety Education (PFSE)



Email: hthesmar@fmi.org
Twitter: @HilaryThesmar & @FMI_FoodSafety



Source: www.saferecipestyleguide.org

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"OUR TEAM THAT KNOWS IN ORDER FOR FOOD TO SERVE AS MEDICINE, WE NEED TO ENSURE CONSUMERS KNOW HOW TO **KEEP IT SAFE**. THE BENEFITS OF ANY GIVEN FOOD ARE IRRELEVANT IF IT'S UNSAFE TO EAT"



Carrie Taylor, RDN, LDN, RYT
Lead Registered Dietitian Nutritionist
Living Well Eating Smart Program
Big Y Foods, Inc.



Springfield, MA



- **Education:** virtual cooking demos and nutrition events; evidence-based nutrition articles, recipes that promote safe food handling



Email: Taylor@bigy.com
Instagram: HokieRD
Facebook: CarrieTaylorRD




Source: BigY.com

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CASE STUDIES

Food as medicine
to improve food
security



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"FOR OUR CLIENTS, FOOD IS AS IMPORTANT AS MEDICINE...GROWING UP WITH A MOTHER WHO WAS ALWAYS COOKING...IT SIMPLY MADE SENSE TO ME THAT NUTRITION COULD EITHER MAKE OR BREAK OUR HEALTH"

Isabel Betancourt MS, RDN, LDN
Community Dietitian
Moveable Feast

Baltimore, MD

- Medically Tailored Meals:** nutrition analysis of chef-developed meals
- Education:** in-home and telephonic one-on-one nutrition counseling and MNT, food access screening, body composition analysis, nutrition-focused physical exam

Email: ibetancourt@mfeast.org

Source: ebltr.com

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"I ENJOY HELPING PEOPLE GET ACCESS TO NUTRITIOUS FOODS; I BELIEVE THAT SOCIOECONOMIC STATUS SHOULD NOT DETERMINE WHETHER YOU HAVE ACCESS TO A VARIETY OF FOODS"

Danielle Williams, RD, LDN
Fresh Rx Food and Nutrition Specialist
Operation Food Search

St. Louis, MO

- Evidence-based Medically Tailored Meals:** meal kit ingredient procurement for weekly meal kit delivery
- Education:** nutrition assessments, nutrition education and counseling, cooking classes and tutorials, SNAP and WIC enrollment assistance

Email: Danielle.Williams@operationfoodsearch.org

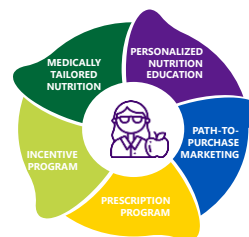
FRESH
NOURISHING HEALTHY STARTS

Source: know.com

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PRACTICE APPLICATIONS & KEY TAKEAWAYS



- Apply** Food as Medicine principles in your practice
- Reference** your FNCE handout for more evidence-based guidance and resources
- Follow** the Food as Medicine dialogue as this is an area where RDNs can lead
- Engage** with fellow experts in the field that are bringing the framework to life

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ADDITIONAL RESOURCES

Academy of Nutrition and Dietetics

- Retail Nutrition Programs and Outcomes: An Evidence Analysis Center Scoping Review, published November 2020. J Acad Nutr Diet. doi:10.1016/j.jand.2020.08.080
- Definition of Terms for the Academy of Nutrition and Dietetics, 2021. <https://www.eatrightpro.org/practice/quality-management/definition-of-terms>

Academy of Nutrition and Dietetics Foundation

- Food as Medicine Resource Page, 2021. www.eatrightfoundation.org/foodasmedicine
- Food as Medicine Retail Nutrition Landscape, 2021. www.eatrightfoundation.org/foodasmedicine/#paper

FMI – The Food Industry Association

- Retailer Contributions to Health and Well-being, 2021.
- Food Retailing Industry Speaks, 2020.
- The Power of Health and Well-Being in the Food Industry 2021.
- Food as Medicine Board Policy Statement, 2021. https://www.fmi.org/docs/default-source/policy-statements/fmi-board-policy-statement-on-food-as-medicine.pdf?sfvrsn=65a9be68_0

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Q & A

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