

# Exploring Career Pathways, Training and Available Resources *For RDNs in Food Retail Settings*

March 10, 2022



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## Moderator



***Nutrition in Food Retail Program Development Fellow:***  
**Allison Yoder, MA, RDN, LD**

**Project:** Leveraging RDNs in the Food Retail  
Environment to Improve Public Health

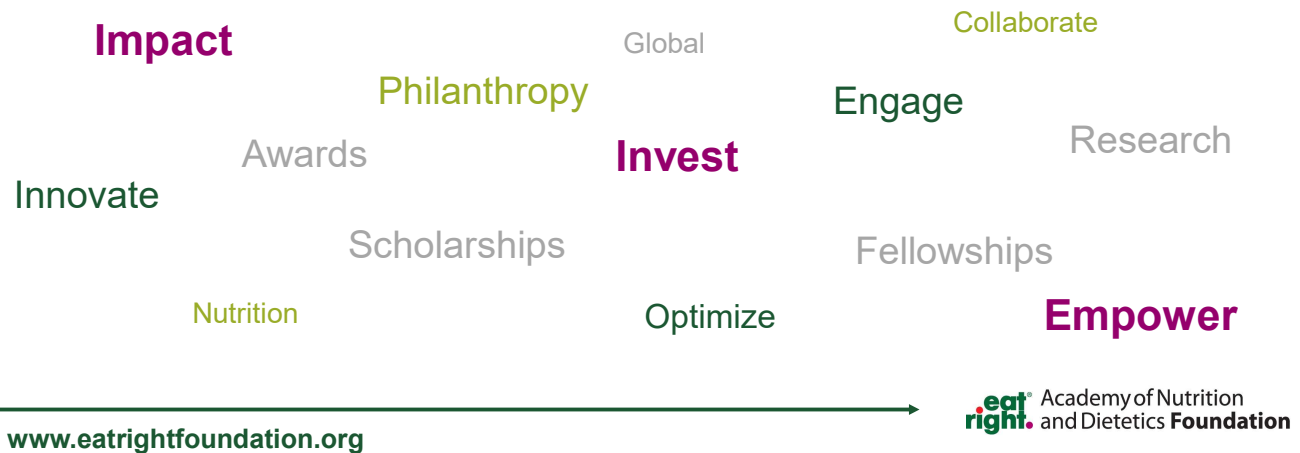
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# Academy & Foundation Shared Vision:

**A world where all people thrive through the transformative power of food and nutrition.**



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## Our Foundation Impact



### Academy Members

- Scholarships
- Awards
- Research Grants
- Fellowships
- Public Nutrition Education
- Disaster Relief

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## Webinar Panelists



**Jillian Griffith, MSPH, RDN, LDN**  
 Senior Business Developer,  
 Underserved Populations  
 Amazon



**Emily Parent, MFCS, RD, LD, FAND**  
 Health & Wellness Manager  
 Coborn's, Inc.



**Stacey Loftus, RDN, LD**  
 E-commerce Supervisor  
 Hy-Vee, Inc.

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## Webinar Housekeeping

- All participants lines have been muted
- Questions can be submitted anytime using the Q&A function of WebEx

*(accessible in the lower right-hand corner, under panel options)*

### – To ask your question:

- Publicly – click 'send'
- Privately – click 'send privately'

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## Learning Objectives

*By the end of this webinar, you will be able to:*

- 1** **Discover** career pathways for RDNs in food retail and discuss strategies for incorporating health and well-being opportunities into food retail operations.
- 2** **Identify** resources that students, RDNs new to the food industry, and advanced practitioners can use to develop their knowledge and skills desirable for careers in food retail.
- 3** **Describe** examples of how RDNs can add value to food retailers.

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## Exploring RDN Career Pathways in Food Retail Settings



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## Jillian Griffith, MSPH, RDN, LDN

**Senior Business Developer – Underserved Populations**  
Amazon

**Nutrition Consultant**  
Culture of Wellness



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# Disclosures

- Employer
  - Amazon Consumables – Underserved Populations
  - Culture of Wellness
  - Giant Food (2018-2021)



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## My Pathway In Nutrition

**Training:** MSPH/RD John's Hopkins Bloomberg School of Public Health

**Workforce:**

- **Partner Lead**, Partnership for a Healthier America
- **Public Health Nutritionist**, Georgetown University's Office of Minority Health and Health Disparities Research
- **Retail Dietitian**, Giant Food
- **Sr. Business Developer**, Amazon



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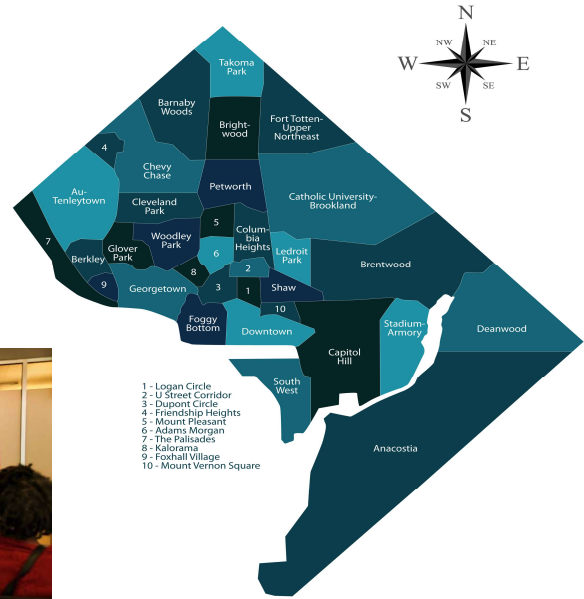


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# Ward 8 Dietitian



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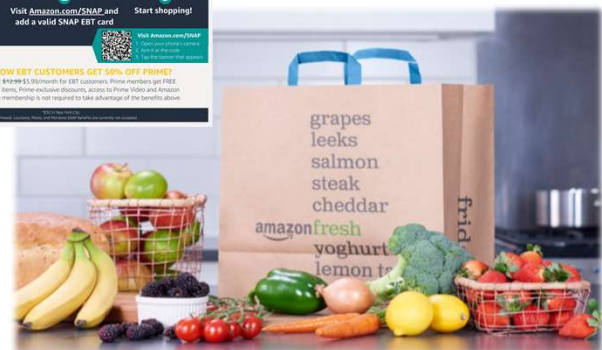
Amazon's Community Access program was launched to help bridge the gap between underserved communities and access to affordable, quality, and convenient groceries.

We work with non-profits and community based organizations to build trust with customers in healthy food priority areas and introduce them to resources at Amazon.

Additionally, we work to uplift wraparound services that address gaps in other social determinants of health, such as education, literacy, and employment



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## Emily Parent, MFCS, RD, LD, FAND

Health & Wellness Manager

Coborn's, Inc.

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## Emily Parent, MFCS, RD, LD, FAND Health and Wellness Manager, Coborn's Inc.

>University of Wisconsin – Stout – Bachelors  
-Introduced to retail dietetics at WAND

>OSF St. Francis Medical Center Internship  
-Rotations with retail RDs  
-Wanted to pursue this area of practice

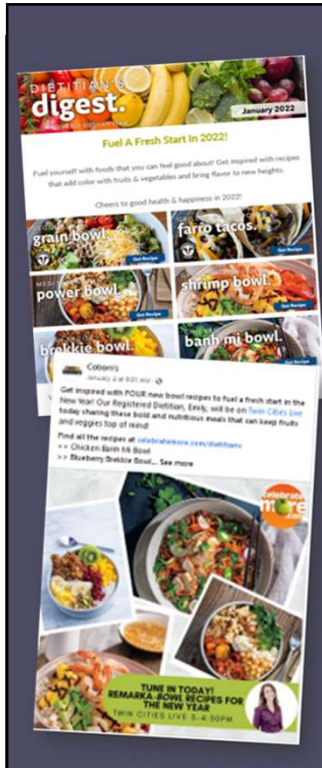
>Coborn's Inc.  
-Joined a small team as in-store RD  
-Transitioned to a corporate level  
-Oversee small RD team

>Food and Culinary Professionals DPG  
-Supermarket/Retail Subgroup Chair

Images provided by Coborn's, Inc.  
Source: cobornsinc.com. Accessed on March 8, 2022.



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## What I Do

- >Spokesperson for health and wellness
- >Works with internal teams and vendors to activate shopper marketing funded H & W retail programs
- >Oversees our Dietitian's Choice shelf-tag program
- >Leads corporate wellness program
- >Go-to person for anything related to H & W



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Source: cobornsinc.com. Accessed on March 8, 2022.

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## Stacey Loftus, RDN, LD

E-commerce Supervisor, Omaha District  
Hy-Vee, Inc.

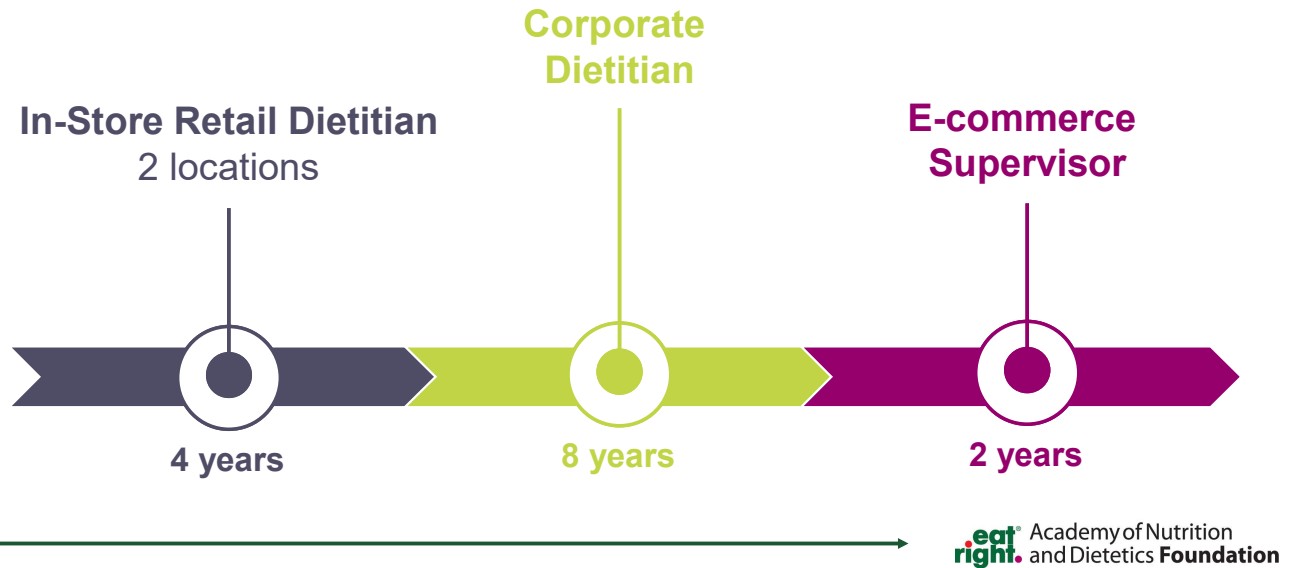
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## Career Background



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## Roles in E-commerce

| Primary Role   | As a Dietitian   |
|--|--|
| <ul style="list-style-type: none"> <li>Oversee online shopping operations throughout the Omaha District</li> </ul> | <ul style="list-style-type: none"> <li>Website review</li> <li>EBT evolution</li> <li>Nutrition input on dietitian-related topics</li> </ul> |

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## Panelist Q & A

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How does **nutrition** and **public health** intersect within the food retail space?



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[Bet\_Noire]/[iStock / Getty Images Plus] via Getty Images.

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What **programs and initiatives** might RDNs provide within their food retailers to combat chronic disease?



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Where do you see the **role of RDNs** in food retail settings play in improving food and nutrition security?



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What shifts in your **roles** and **nutrition programming** were made during the pandemic?

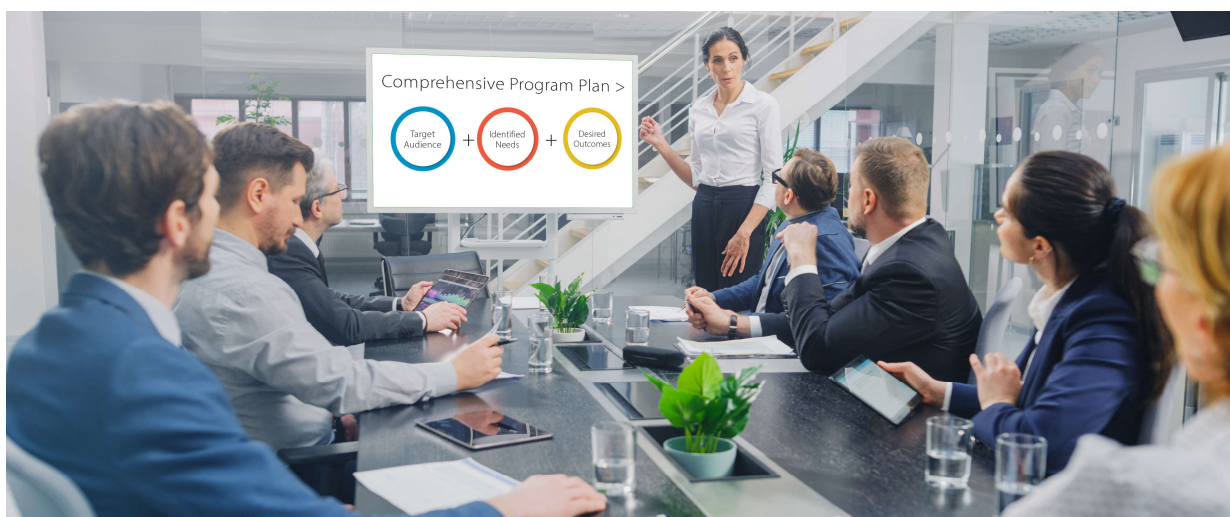


[Mananya Kaewthawee]/[iStock / Getty Images Plus] via Getty Images.

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What are specific examples of how **RDNs** can add **value** to food retailers?



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What **resources** are available to RDNs to further develop their food retail knowledge and skills?



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## Panel Discussion Q & A



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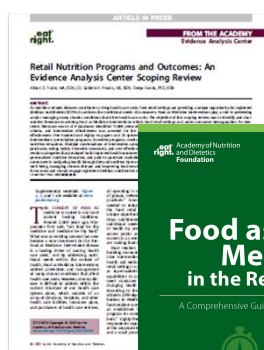
## Academy Foundation Resources Available to All RDNs



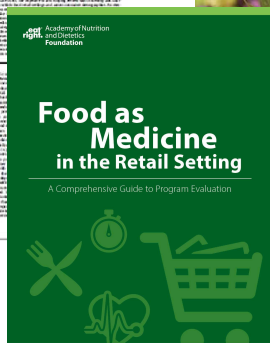
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## Nutrition in Food Retail Fellowship

**Project:** *"Leveraging Registered Dietitians in Food Retail to Improve Public Health"*



### Food as Medicine Retail Nutrition Landscape



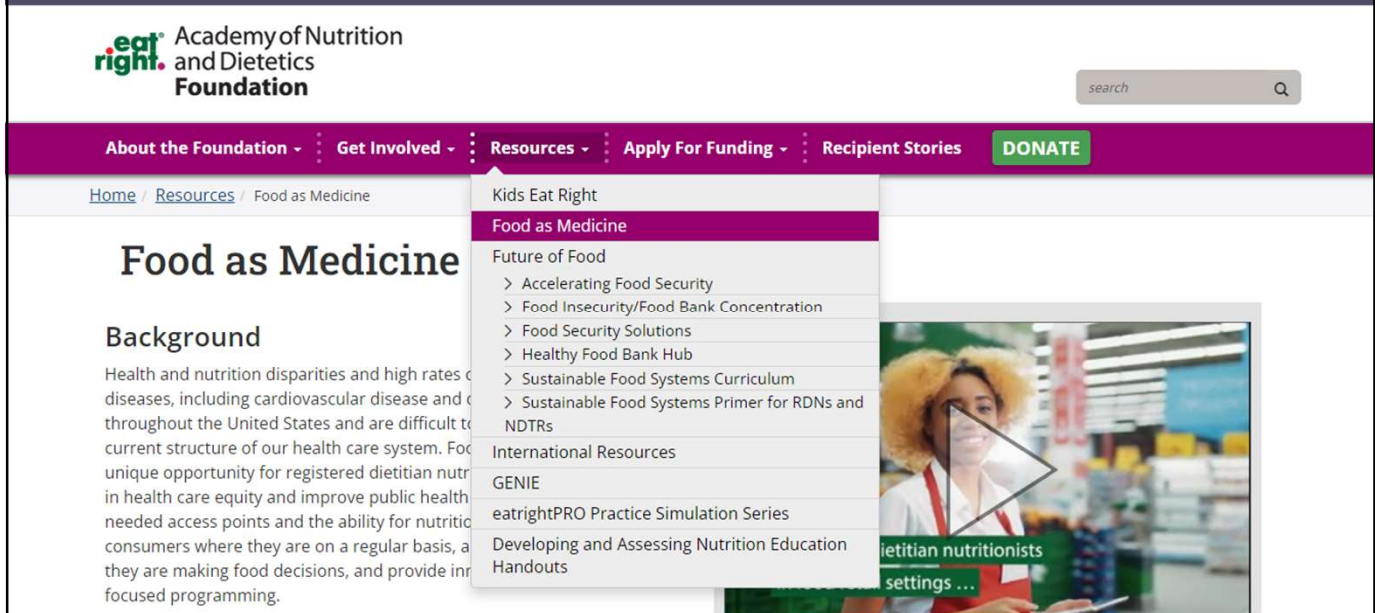
- Research
- Scoping Review
- Continuing Education
- Video
- Certificate of Training
- Dietetic Internship Curriculum
- Evaluation Guide
- Handouts and Infographic

[www.eatrightfoundation.org/foodasmedicine](http://www.eatrightfoundation.org/foodasmedicine)



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[www.eatrightfoundation.org/foodasmedicine](http://www.eatrightfoundation.org/foodasmedicine)



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## Food as Medicine

### Background

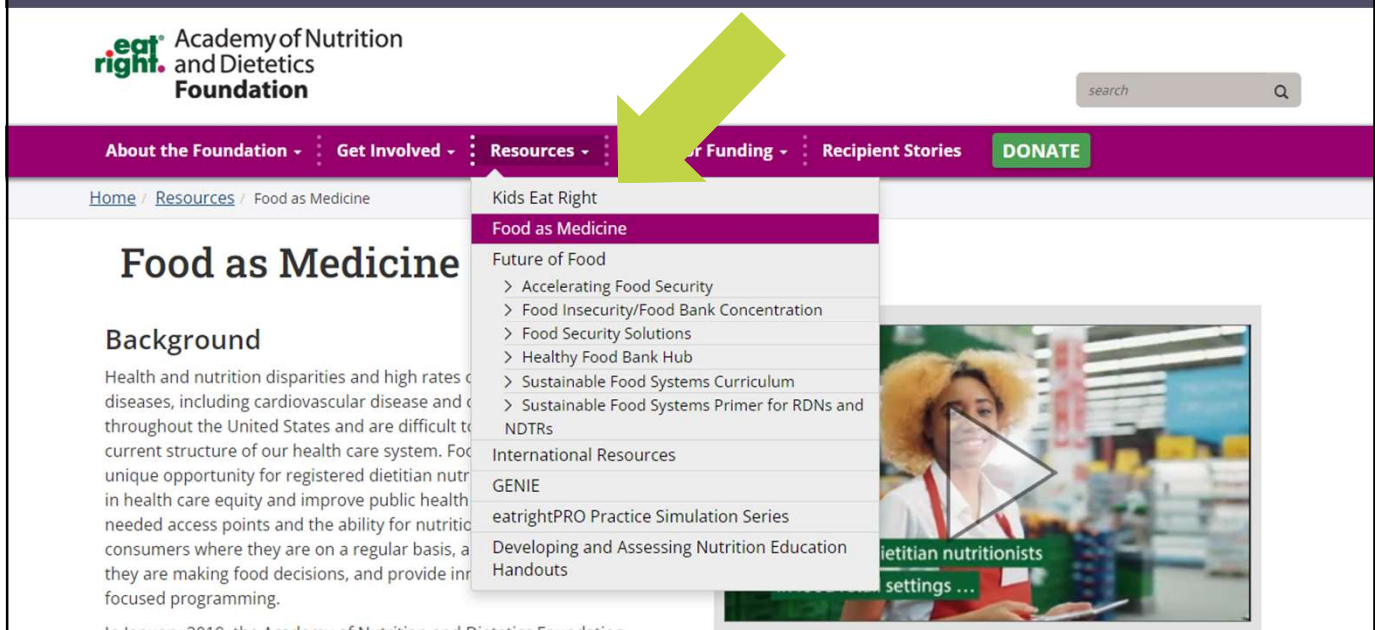
Health and nutrition disparities and high rates of chronic diseases, including cardiovascular disease and diabetes, are prevalent throughout the United States and are difficult to address within the current structure of our health care system. Food is a unique opportunity for registered dietitian nutritionists to address health care equity and improve public health by providing needed access points and the ability for nutrition education to consumers where they are on a regular basis, as they are making food decisions, and provide individualized focused programming.

- Kids Eat Right
- Food as Medicine**
- Future of Food
  - > Accelerating Food Security
  - > Food Insecurity/Food Bank Concentration
  - > Food Security Solutions
  - > Healthy Food Bank Hub
  - > Sustainable Food Systems Curriculum
  - > Sustainable Food Systems Primer for RDNs and NDTRs
- International Resources
- GENIE
- eatrightPRO Practice Simulation Series
- Developing and Assessing Nutrition Education Handouts

Registered dietitian nutritionists in various settings ...

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## Food as Medicine

### Background

Health and nutrition disparities and high rates of chronic diseases, including cardiovascular disease and diabetes, are prevalent throughout the United States and are difficult to address within the current structure of our health care system. Food is a unique opportunity for registered dietitian nutritionists to address health care equity and improve public health by providing needed access points and the ability for nutrition education to consumers where they are on a regular basis, as they are making food decisions, and provide individualized focused programming.

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Registered dietitian nutritionists in various settings ...

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Practice → Continuing Professional Education → Distance Learning → Certificate of Training Programs

# Certificate of Training

## Excelling in the Retail Food Industry

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# Certificate of Training

Level  
2

## Excelling in the Retail Food Industry

7.5  
CEUs

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## Certificate of Training

### Excelling in the Retail Food Industry

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- **Module 1:** Health and Well-being Opportunities in Food Retail
- **Module 2:** Building a Business Case for Retail RDNs
- **Module 3:** Connecting with Consumers through Branding and Marketing
- **Module 4:** Developing and Evaluating Effective Programs
- **Module 5:** Identifying and Applying Consumer Trends

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# Continuing Education - [www.eatrightpro.org](http://www.eatrightpro.org)

Practice → Continuing Professional Education → Distance Learning → Certificate of Training Programs

## Certificate of Training

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#### Member Price:

\$14/module (\$56 bundle)

#### Non-Member Price:

\$75/module (\$300 bundle)

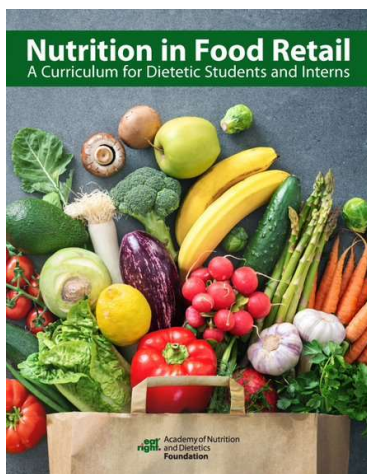
- **Module 1:** Health and Well-being Opportunities in Food Retail
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# Nutrition in Food Retail: A Curriculum for Dietetic Students and Interns



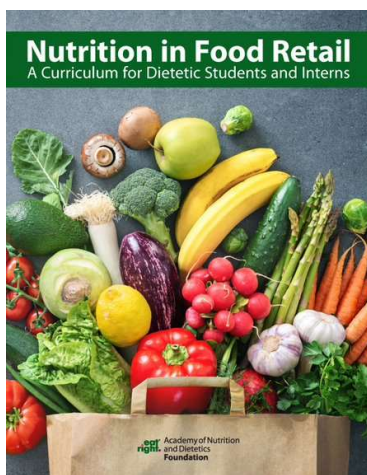
## 3 Rotations

1. Nutrition Communications & Community Wellness Rotation
2. Food Service and Management Rotation
3. Clinical Rotation

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# Nutrition in Food Retail: A Curriculum for Dietetic Students and Interns



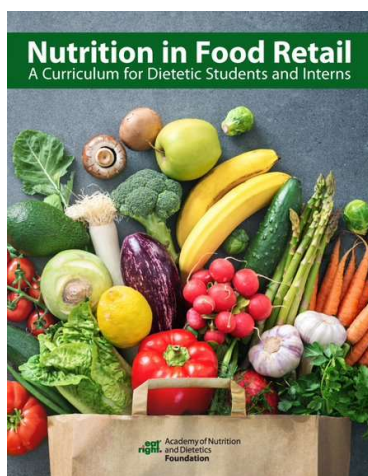
## Nutrition Communications & Community Wellness

1. Grocery Store and Community Events
2. Merchandising and Marketing
3. Media
4. Food Retail Health and Well-being Evaluation

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# Nutrition in Food Retail: A Curriculum for Dietetic Students and Interns



## *Nutrition Communications & Community Wellness*

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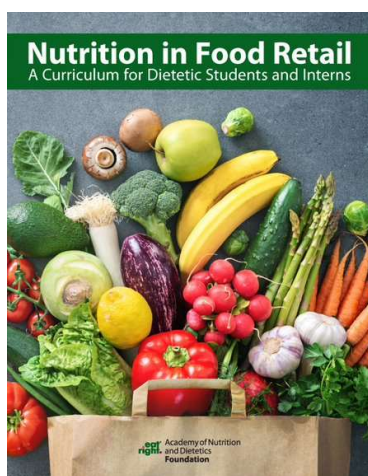
## *Food Service and Management*

1. Quality and Process Improvement
2. Recipe / Meal Development and Analysis
3. Food Systems
4. Sustainability

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# Nutrition in Food Retail: A Curriculum for Dietetic Students and Interns



## *Nutrition Communications & Community Wellness*

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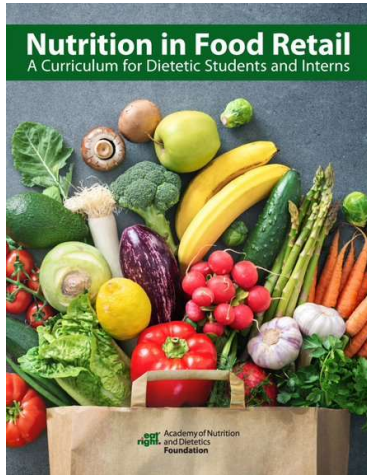
## *Clinical*

1. Clinical Education
2. Grocery Store Tour
3. Nutrition Counseling
4. Health Screenings

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# Nutrition in Food Retail: A Curriculum for Dietetic Students and Interns



## *Nutrition Communications & Community Wellness*

1. Grocery Store and Community Events
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4. Food Retail Health and Well-being Evaluation

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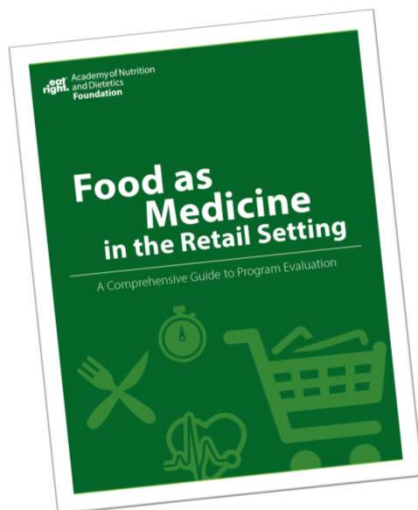
1. Clinical Education
2. Grocery Store Tour
3. Nutrition Counseling
4. Health Screenings

+ Capstone  
Activity for each  
rotation!

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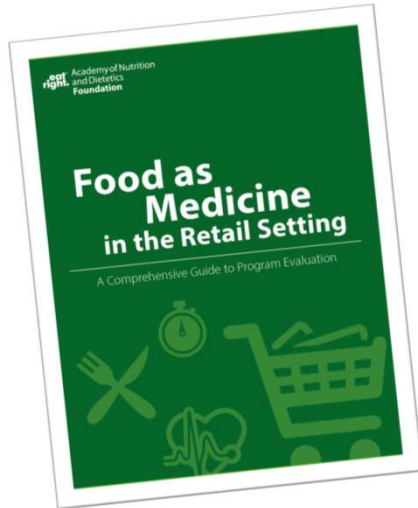
# Program Evaluation Guide



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# Program Evaluation Guide



Only 42% of RDNs collect outcome metrics

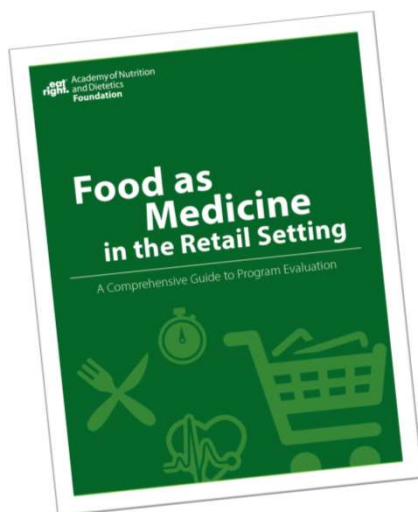


Of that 42%, only half are reporting those metrics to leadership and stakeholders

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# Program Evaluation Guide



Only 42% of RDNs collect outcome metrics



Of that 42%, only half are reporting those metrics to leadership and stakeholders

- 6-Step Program Evaluation Framework
- Food Retailer Best Practices
- Case Studies

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# Infographic



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# Handouts



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## Audience Q & A



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## THANK YOU!



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