

TN Dietetic Association

Message Map for RD Communications

Background: Key messages (aka Tennessee Talking Points) can be used in a variety of communication settings for Registered Dietitians: presentations, demonstrations, legislative/advocacy outreach, TV, radio, print & social media.

How To Use the Key Messages: The intended use of the key message map is that each RD gets to pick and choose which statement(s) best fit the intended communication as well as their style of delivery. For example, an RD gets a call from a newspaper wanting an interview on reimbursement issues facing RDs. At some point in the interview say, "Nutrition is a factor in many medical conditions. Make the Registered Dietitian your trusted nutrition advisor." Or, an RD is presenting an educational session at a local Junior League. During the session introduction you mention you are an RD and that, "Registered Dietitians are *the* source of credible and useful nutrition information." These talking points can also be used during legislative/advocacy outreach.

General Talking Points:

Registered Dietitians (RD) are the source of credible and useful nutrition information.

The Registered Dietitian (RD) can provide expert nutrition guidance that is personalized, doable, and practical.

The Registered Dietitian (RD) can give you health assurance in prevention, instead of only health insurance.

The Registered Dietitian (RD) is your lifeline to eating right.

To find a Registered Dietitian (RD) in your area visit www.eatright.org

Ask your healthcare provider to refer you to a Registered Dietitian for expert nutrition guidance.

Disease/Diet related Talking Points:

Nutrition is a factor in many medical conditions. Make the Registered Dietitian (RD) your trusted nutrition advisor.

The Registered Dietitian (RD) is a valued member of the health care team making successful treatments of acute and chronic diseases.

The Registered Dietitian (RD) can help you cut through the clutter of fad diets to achieve your lifelong health goals.

The Registered Dietitian (RD) knows how to help you achieve your lifelong health goals by providing accurate, practical and science-based nutrition information.