



2024 Academy Engagement Opportunities

Connecting with over 100,000 Nutrition and Dietetics Professionals

The Academy of Nutrition and Dietetics is the world's largest organization of nutrition and dietetics professionals founded in Cleveland, Ohio, in 1917, by a visionary group of women dedicated to helping the government conserve food and improve the public's health and nutrition during World War I.

Today, the Academy represents 112,000 credentialed practitioners — registered dietitian nutritionists, nutrition and dietetics technicians, registered, and other dietetics professionals holding undergraduate and advanced degrees in nutrition and dietetics, and students — and is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy.

Mission

Accelerate improvements in global health and well-being through food and nutrition.

Vision

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

Why Collaborate with the Academy?

We Empower Members to be Food and Nutrition Leaders

Members are kept current on key issues and trends in the food, nutrition and health industries. They are well equipped to achieve both the Academy's mission and vision dedicated to improving health and well-being.

- Continuing Education Resources
- Networking Opportunities
- Research
- Professional Publications and Resources

We Provide Reliable, Evidence-based Nutrition Information

The Academy's dynamic website, eatright.org, eatrightPRO.org and eatrightSTORE.org contain a wealth of trusted nutrition information for members and health care professionals.

2023 Year in Review

3.65 million unique visitors to eatright.org and eatrightPRO.org

eatright.org

2.7 million visitors

7,352 average daily visitors

eatrightPRO.org

963,172 visitors

2,639 average daily visitors

The Academy engaged with more than **1.29 million followers** across six social media channels including Twitter, YouTube, Facebook, LinkedIn, Pinterest and Instagram.

The Academy's Spokesperson Program responds to the public's need for credible and objective food and nutrition information through media outreach. The program seeks to establish the RDN as the food and nutrition expert and increases the visibility of the Academy and the nutrition and dietetics profession. In 2023, the Academy's name appeared in the news **21,400 times** with a total potential reach of **75.7 billion**.



Registered Dietitian Nutritionists

Optimizing Health through Food and Nutrition

Registered dietitian nutritionists (RDNs) are nutrition and dietetics professionals who translate the science of nutrition into practical solutions for healthy living. Working in a number of practice settings, RDNs advance the nutritional status of their patients and clients.



Expertise

RDNs receive extensive training that combines academic preparation with hands-on, practical patient experience.

They must complete a minimum of a bachelor's degree, participate in an accredited practice program involving direct patient interaction, and pass a national registration exam. RDNs are also required to complete continuing professional education to maintain their credential. In addition:

- Over **half of RDNs hold a graduate degree** (52% Master's and 4% Doctoral)
- **24% of RDNs indicated holding one or more specialty certifications**

Source: Compensation and Benefits Survey of the Dietetics Profession, 2021



Improved Outcomes

Medical Nutrition Therapy (MNT) works. Registered Dietitian Nutritionists (RDNs) and other nutrition professionals, know that providing safe, timely, and effective nutrition care is essential to not only treating and managing many chronic disease and conditions, but it is also a crucial component of preventative care.

Improved health outcomes using medical nutrition therapy (MNT) have been published in dyslipidemia, adult weight management, celiac disease, cystic fibrosis, and chronic kidney disease.

Source: Academy of Nutrition and Dietetics Evidence Analysis Library® www.andeal.org



Trust

Physicians, clients, patients, industry and government agencies value and trust the contributions of RDNs.

- Over **85% of RDNs have direct interaction** with clients or patients.
- **70% indicated that RDNs are the most trusted source for information** about what types of food to eat.
- **73% of RDNs believe their clients follow their advice closely.**

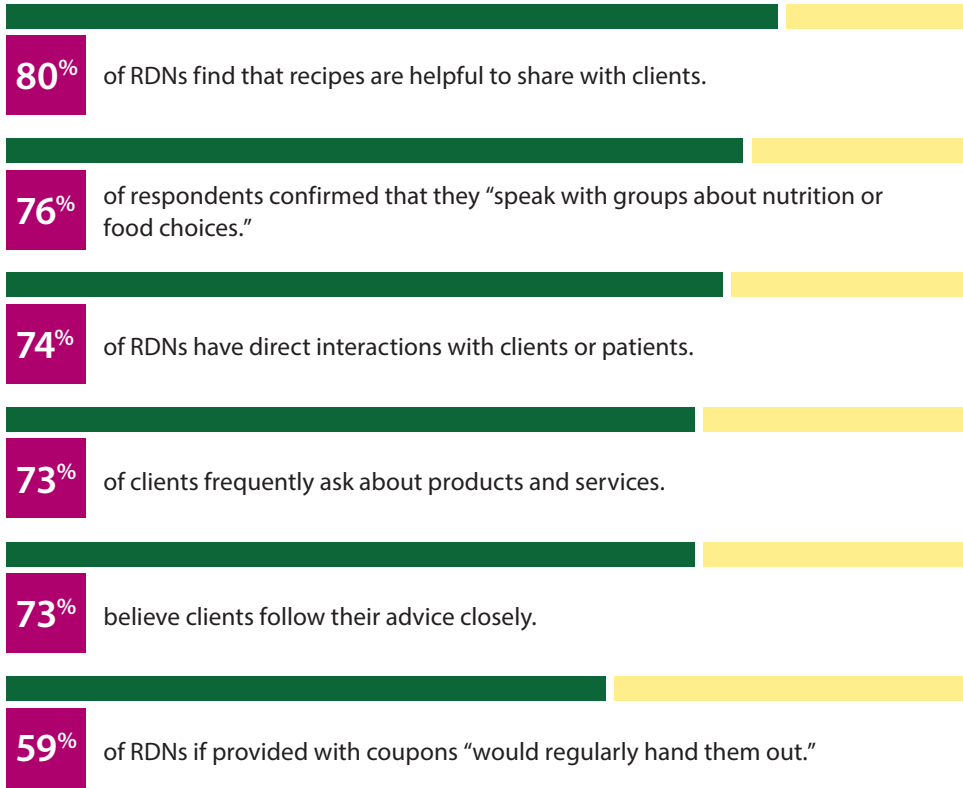
Source: Academy RDN Reach and Influencer Survey 2021

Registered Dietitian Nutritionists

RDNs are Influential

Registered dietitian nutritionists are everywhere and touch the lives of many. A recent survey from the Academy estimates that RDNs have approximately **260 million contacts*** with clients and patients per year. RDNs are a major influence in purchasing, recommending and specifying products and services.

**From 2021 Academy RDN Influence and Reach Survey.*

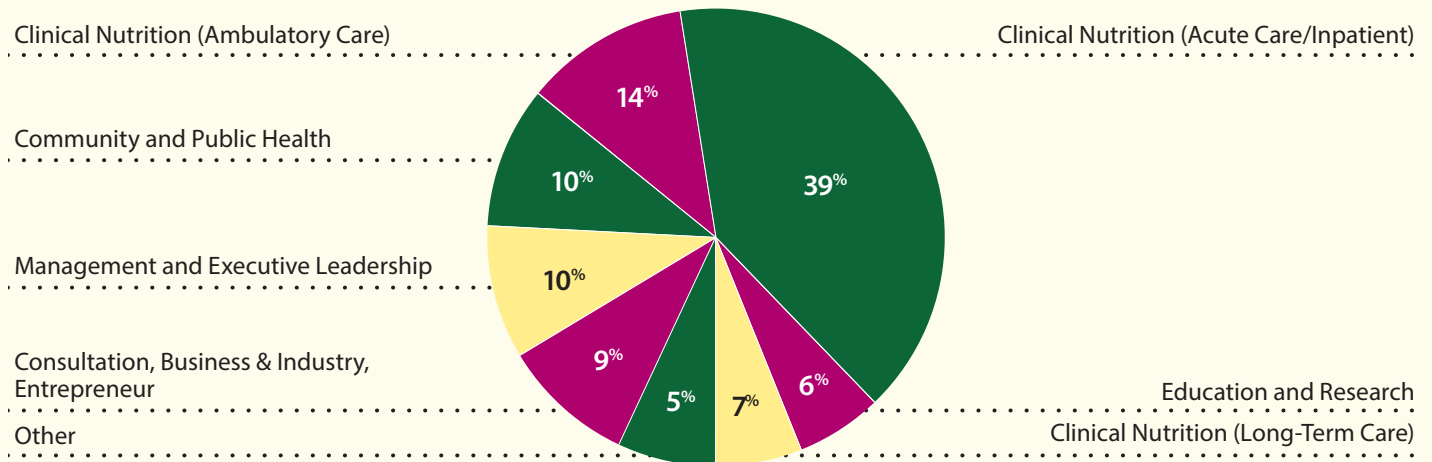


Source: Academy RDN Reach and Influence Survey 2021

22% of RDNs reported managing a median budget size of **\$325,000**. About **9%** of RDNs report managing budgets of **\$500,000** or more.

Source: Compensation and Benefits Survey of the Dietetics Profession 2021

Practice Area of Primary Position



Source: Compensation and Benefits Survey of the Dietetics Profession 2021



Engagement Opportunities

Sponsorship

The Academy's sponsorship program allows for purposeful collaboration with food and nutrition organizations and helps to advance the Academy's mission of accelerating improvements in global health and well-being through food and nutrition.

Through structured, Academy-directed relationships, the objectives of the Academy's sponsorship program are:

- To work with industry to build awareness of the Academy and its members
- To share science-based information, new research and industry trends in food and nutrition with members

The Academy offers a number of sponsorship opportunities for organizations looking for meaningful engagement with experts in nutrition and health. Programs offer access to Academy members, leaders and spokespeople through virtual and in-person meetings, educational modules, communication channels and more.

FNCE[®]: Food & Nutrition Conference & Expo[®]

Each fall, the Academy of Nutrition and Dietetics sponsors the world's largest meeting of nutrition and dietetics professionals.

FNCE[®] provides an unmatched resource for gathering the latest information and innovations related to food, nutrition and dietetics — an exclusive, once-a-year opportunity for nutrition and dietetics professionals and the food and nutrition industry to meet face-to-face. Attendees represent a number of employment settings including clinical nutrition, consultation and private practice, education/research, community/public health and more.

Build business relationships, increase brand awareness and highlight innovative products and services at FNCE[®]. Don't miss out on your BEST opportunity to connect, engage and network with the most influential decision makers in the food and nutrition industry!

[Learn more about exhibiting >>](#)

[Learn more about sponsorships >>](#)

FNCE[®] 2024
Food & Nutrition Conference & Expo[®]
Minneapolis, MN | October 5-8

Engagement Opportunities

Nutrition Trends with the National Academy Spokespeople

Academy Spokespeople serve as the media's trusted source for accurate, timely and science-based food and nutrition information. The Academy offers engagement opportunities with this influential audience to showcase new research and products, host a focus group, and share science-based resources and information on emerging consumer/nutrition trends.

Nutrition Trends Forum: Annual meeting with the Academy Spokespeople and Academy Leaders.

Nutrition Trends Webinar Series: Monthly webinar with the Academy Spokespeople.

For more information on sponsorships, contact Daun Longshore at 312-899-4789 or dlongshore@eatright.org

CPE On-Demand

The Academy's very popular CPE On-Demand program offers members free and discounted CPE education activities, provided by funders. Distance learning is the **#1 rated member benefit**. This program offers funders **several** opportunities to educate and connect with influential Academy members.

Learn more >>



Academy of Nutrition and Dietetics Foundation

The Academy of Nutrition and Dietetics Foundation is the only charitable organization devoted exclusively to supporting nutrition and dietetics.

The Foundation funds people and innovative nutrition solutions through scholarships, awards, fellowships and research grants. The Academy and Foundation's programs make a significant impact on our members in the areas of prevention and well-being, health care and health systems, and food and nutrition safety and security. Accelerating these efforts through partnerships and collaboration provides opportunities for credentialed food, nutrition and dietetics professionals throughout the world. Partner with the Academy Foundation and invest in making a difference.

For more information on Foundation opportunities, contact Susie Burns at 312-899-4752 or sburns@eatright.org

Learn more >>

Engagement Opportunities

Advertising

Monthly Spotlight

Email Series: The Monthly Spotlight Email Series provides a unique opportunity to deliver a stand-alone promotional email to influential Academy members, who are looking for innovative products, services, resources and recipes to recommend to patients and clients. 100% of the message content is created by and dedicated to the advertiser's offerings. Only one advertisement is offered per month.

[Learn more >>](#)

Or contact: Jeanine O'Dowd at 312-899-1778 or jodowd@eatright.org



Journal of the Academy of Nutrition and Dietetics

Circulation: 39,118



The *Journal of the Academy of Nutrition and Dietetics* is the most widely read peer-reviewed periodical in the dietetics field.

Each monthly issue brings original research articles, critical reviews and reports, and expert commentaries on a range of subjects, including nutrition, clinical dietetics, counseling, health care policies, and foodservice and management practices.

[Learn more >>](#)

List Rental

Food and Nutrition Professionals

List rental (mail and email) through InFocus Marketing is an effective way to access thousands of food and nutrition professionals including Academy members and CDR credentialed practitioners. What's more, multiple selections and regular updates make it easy to deliver your message to your exact target audience and maximize response rates.

[Learn more >>](#)

CPE On-Demand Subscriber List

The Academy's very popular CPE On-Demand program offers members free and discounted CPE education activities, provided by funders. Share your CPE-accredited activity with this highly-engaged audience, all of whom opted-in to receive education updates to support their professional goals.

[Learn more >>](#)

Or contact: Daun Longshore at 312-899-4789 or dlongshore@eatright.org

Academy Spokespeople

Each year, the Academy's national network of media Spokespeople conducts well over 2,500 interviews in print, TV, radio and electronic media, reaching tens of millions of people in the U.S. and increasingly around the world. The Academy offers organizations the opportunity to distribute information to our network of national media Spokespeople, state media representatives and past Academy Spokespeople.

[Learn more >>](#)

Or contact: Daun Longshore at 312-899-4789 or dlongshore@eatright.org