2022 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, dietetic 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.

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.

2021 Year in Review

8.5 million unique visitors to eatright.org and eatrightPRO.org
6.7 million visitors
18.3 thousand average daily visitors

The Academy engaged with more than 1.13 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 nutrition expert and increases the visibility of the Academy and the nutrition and dietetics profession. The Academy’s name appeared 10,600 times in the news with a reach of 39.3 billion in 2021.

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.
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

Improved health outcomes using medical nutrition therapy (MNT) have been published in diabetes, hypertension, disorders of lipid metabolism, HIV infection, pregnancy, chronic kidney disease and unintended weight loss in older adults.


Intensive lifestyle programs to prevent diabetes led by RDNs get better results, according to a systematic review by the Community Preventive Services Task Force. RDNs are a critical component of effective community-based medically-tailored meal programs. Providing medically tailored, therapeutic meals and nutrition counseling by RDNs decreased monthly healthcare costs by an average of 31% and cut hospitalizations in half compared to patients not receiving these services.**

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

Combined diet and physical activity promotion programs to prevent type 2 diabetes among persons at increased risk, Ann Intern Med. 2015
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.

80% of RDNs find that recipes are helpful to share with clients.

76% of respondents confirmed that they “speak with groups about nutrition or food choices.”

74% of RDNs have direct interactions with clients or patients.

73% of clients frequently ask about products and services.

73% believe clients follow their advice closely.

59% of RDNs if provided with coupons “would regularly hand them out.”

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.

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

Advertising

Journal of the Academy of Nutrition and Dietetics

Circulation: 42,607

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 >>

Virtual Spotlight

Email Series: The Virtual 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, culinary demonstrations and recipes to meet patient and client needs. 100% of the message content is created by and dedicated to the advertiser’s offerings.

Learn more here >>

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

**CPE On-Demand**

The Academy offers free CPE On-Demand though the support of funders. Developing a self-study module with free CPE allows you to showcase your organization’s expertise, knowledge, abilities and skills to influential Academy members.

If you have a science-based topic the food and nutrition community would value, we invite you to learn more about CPE On-Demand.

**Leadership Institute**

The Leadership Institute is a comprehensive training program designed to help Academy leaders in nutrition, health and wellness develop leadership, communication and career development skills. Through a combination of self-directed study, in-person/virtual training, networking opportunities, individual projects, and virtual learning, participants gain hands-on experience in becoming more effective leaders.

**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 intimate 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 virtual meeting with the Academy Spokespeople, Academy Leaders and top food and nutrition digital influencers.

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

Learn more here >>

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Engagement Opportunities

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 >>

Academy Spokespeople Mailing

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. The Academy also offers the opportunity to include materials in a seasonal mailing to the national Spokespeople.

Learn more >>
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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.

The event continues to expand. 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 >>

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 >>