

A Seat at Every Table Campaign Toolkit



A Seat at Every
Table
Fueling Fresh Conversations

eat right. Academy of Nutrition
and Dietetics

Campaign Overview



While most Americans recognize that nutrition plays a critical role in health, far fewer understand who is truly qualified to provide nutrition guidance. Nutrition and dietetics professionals are the trusted, evidence-based experts who bring clarity and credibility to nutrition conversations across healthcare, policy, and daily life.

Yet in a landscape crowded with social media trends, influencers, and widespread nutrition misinformation, it can be difficult for individuals, organizations, and decision-makers to identify credible sources.

In response, the Academy of Nutrition and Dietetics launched A Seat at Every Table, a multi-year nationwide initiative designed to elevate the essential role of nutrition and dietetics professionals in shaping the nation's nutrition decisions. From hospitals and schools to workplaces and grocery stores, to reaching state and federal policymakers, nutrition and dietetics professionals bring expertise that guides healthier choices, strengthens communities, and improves health outcomes. When a seat at the table isn't offered, nutrition and dietetics professionals create it — ensuring their knowledge informs the decisions that matter most.

This toolkit supports engagement with the A Seat at Every Table initiative across a range of settings. The resources may be used on social media, incorporated into presentations, or shared with colleagues, peers, and patients to reinforce the value of evidence-based nutrition guidance.

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Provides key background information about nutrition and dietetics professionals to share with external audiences.

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Template LinkedIn Article

A customizable article designed for sharing on your LinkedIn page to highlight expertise and insights.

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Template Social Media Posts

Ready-to-use posts for LinkedIn, Facebook, Instagram, and/or X to amplify the campaign.

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Infographic Factsheet

A visually engaging resource designed for potential patients/clients, highlighting the benefits of working with a nutrition and dietetics professional.

1

Frequently Asked Questions (FAQ)



The following FAQs provide general information to help audiences better understand who nutrition and dietetics professionals are, the services they provide, and the populations they serve.

What is a Nutrition and Dietetics Professional?

Nutrition and dietetics professionals are highly trained, credentialed food and nutrition experts who apply science-based nutrition guidance to help individuals and communities improve health and prevent or manage disease.

Registered Dietitian Nutritionists (RDNs)

- RDNs complete an accredited program in nutrition and dietetics and supervised practice.
- They pass a national credentialing exam administered by the Commission on Dietetic Registration (CDR).
- RDNs maintain their credentials through ongoing professional development.
- Their training enables them to provide medical nutrition therapy and personalized nutrition care.

Nutrition and Dietetics Technicians, Registered (NDTRs)

- NDTRs complete a two-year accredited program with supervised practice and pass a national exam.
- They support RDNs by screening, educating, and helping manage nutrition care and wellness.
- Like RDNs, NDTRs participate in continuing education throughout their careers.

Who Should See a Nutrition and Dietetics Professional?

Nutrition and dietetics professionals serve people of all ages and backgrounds — from individuals and families to entire communities. They help people:

- ✓ Manage chronic conditions such as diabetes, heart disease, and obesity
- ✓ Improve overall health and prevent disease
- ✓ Develop personalized nutrition plans
- ✓ Understand food choices and eating behaviors

What is The Difference Between Nutritionists and Nutrition and Dietetics Professionals?

- Nutrition and dietetics professionals (RDNs and NDTRs) hold legally protected titles that have been earned through accredited education, supervised practice, national examinations, and ongoing professional development.
- Nutritionist is a broad, unregulated term that may be used by anyone, regardless of education or training. Unlike credentialed nutrition and dietetics professionals, the title does not require standardized qualifications, credentialing, or continuing education.

Do I Need a Referral from My Primary Care Provider to See a Nutrition and Dietetics Professional?

Referral requirements vary by insurance provider and care setting. However, many health insurance plans cover visits with nutrition and dietetics professionals. Even if insurance doesn't cover nutrition counseling, affordable options are still possible. Telehealth nutrition services are often more cost-effective and convenient than in-person visits, and you can search the Academy of Nutrition and Dietetics' [Find a Nutrition Expert](#) directory to find a credentialed nutrition and dietetics professional who fits your needs.

Is Seeing a Nutrition and Dietetics Professional Expensive?

Many people assume nutrition support is out of reach, but dietetics care is far more accessible and affordable than most realize. There are multiple pathways to expert guidance for every budget and insurance situation. Telehealth visits, community-based nutrition programs, federal and state-funded public health services, and employer wellness initiatives offer additional options for receiving expert support.

How Can I Find a Nutrition Expert?

You can search a database of credentialed nutrition and dietetics practitioners by location, specialty, language or insurance and payment options through the Academy of Nutrition and Dietetics' [Find a Nutrition Expert](#) directory.

What is the Academy of Nutrition and Dietetics?

The Academy of Nutrition and Dietetics is the world's largest organization of nutrition and dietetics practitioners. Representing more than 112,000 credentialed nutrition and dietetics professionals, the Academy is committed to improving the nation's health and advancing the profession of dietetics through research, education, and advocacy.



What is the Purpose of A Seat at Every Table?

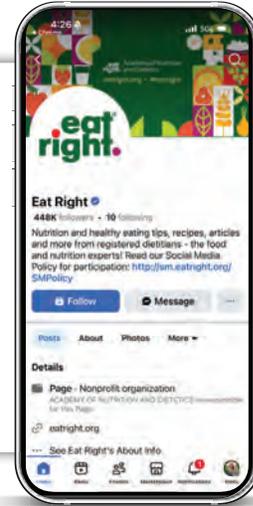
A Seat at Every Table is a nationwide initiative from the Academy of Nutrition and Dietetics that highlights the vital role of nutrition and dietetics professionals in shaping nutrition decisions. The campaign emphasizes that nutrition and dietetics professionals offer the science-based, personalized expertise that social media, AI platforms, and unaccredited sources cannot. In a landscape crowded with opinions and hot takes, nutrition and dietetics professionals are the qualified, evidence-based experts who bring clarity, credibility, and context to nutrition conversations. Their expertise is essential—and deserves a seat at every table where health and nutrition decisions are made.

2

Template Social Media Posts



The following template posts can be customized for different social media platforms and tailored to fit your voice. Please note that some character counts may need to be adjusted to meet content limitations specific to each platform. Please refer to the Academy's social media policy for rules and guidelines before posting: <https://www.eatrightpro.org/social-media-policy>.



If a nutrition post shows up in your feed, it probably looks accurate — but does it account for your medical history, lifestyle, or goals? Is it backed by science?

As a nutrition and dietetics professional, this is what I do every day: translate nutrition science into guidance that actually fits real people and real lives. Evidence-based nutrition matters, especially when there's so much misinformation online.

That's why the Academy of Nutrition and Dietetics has launched a new initiative, A Seat at Every Table, to elevate the role of nutrition and dietetics professionals in shaping nutrition decisions. Learn more at eatright.org/EveryTable

#ASeatatEveryTable #nutrition #dietetics

I see firsthand how social media diet trends influence health decisions.

Nearly half of Americans report acting on nutrition advice from an influencer — but nutrition isn't one-size-fits-all. Evidence-based guidance from a nutrition and dietetics professional helps cut through the noise and focus on long-term health.

The Academy of Nutrition and Dietetics has launched A Seat at Every Table to elevate our profession and reinforce the value of credentialed nutrition expertise. Learn more at eatright.org/EveryTable

#ASeatatEveryTable #nutrition #dietetics

Nutrition and dietetics professionals contribute to nutrition decisions across clinical care, education, food access, and public policy — often in spaces where nutrition expertise is essential but underrepresented.

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Food and health can be deeply personal, and nutrition care should never feel judgmental

Research shows that some people avoid nutrition guidance because they fear being judged, with a portion reporting they avoid nutrition and dietetics professionals altogether. That gap in trust matters.

In my work as a nutrition and dietetics professional, supporting patients goes beyond managing chronic conditions or addressing nutrition concerns. It means listening, understanding context, and providing guidance that respects where each person is.

The Academy of Nutrition and Dietetics has launched A Seat at Every Table, a new initiative to elevate the role of nutrition and dietetics professionals and the value of personalized, judgment-free care. Learn more at eatright.org/EveryTable

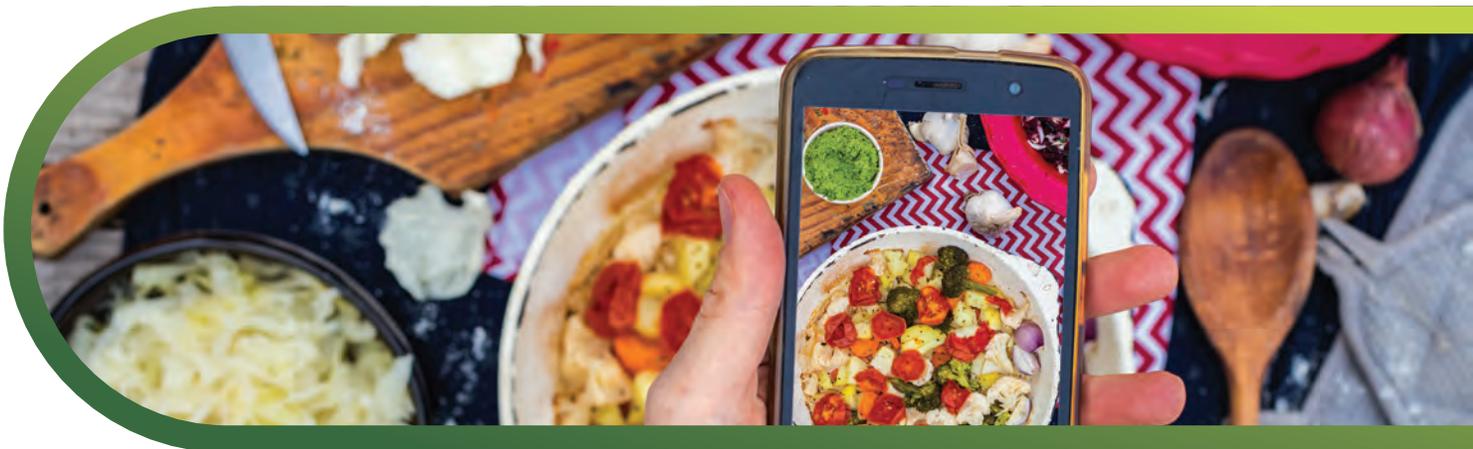
#ASeatatEveryTable #nutrition #dietetics

GLP-1 medications can be effective tools, but they don't replace the need for nutrition expertise.

Nutrition and dietetics professionals help patients navigate side effects, protect nutritional status, and build sustainable habits alongside medication.

The Academy of Nutrition and Dietetics has launched A Seat at Every Table, a new initiative to elevate our profession and reinforce the role of nutrition expertise in patient care. Learn more at eatright.org/EveryTable

#ASeatatEveryTable #nutrition #dietetics



3

Template LinkedIn Article

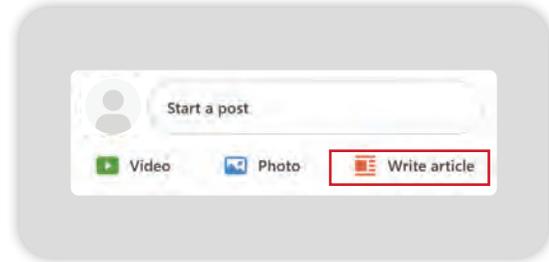


This template is intended to help you share your perspective on the role of nutrition and dietetics professionals as evidence-based nutrition experts and highlight the Academy of Nutrition and Dietetics' A Seat at Every Table initiative. Customize the article to reflect your experience, practice setting, and voice.

How To Create and Publish an Article:

1 From your LinkedIn homepage, click **Write an article** at the top of the page to open the publishing tool.

- You can also access this option while reading an article by selecting **Write an article** near the Like, Comment, and Share buttons.

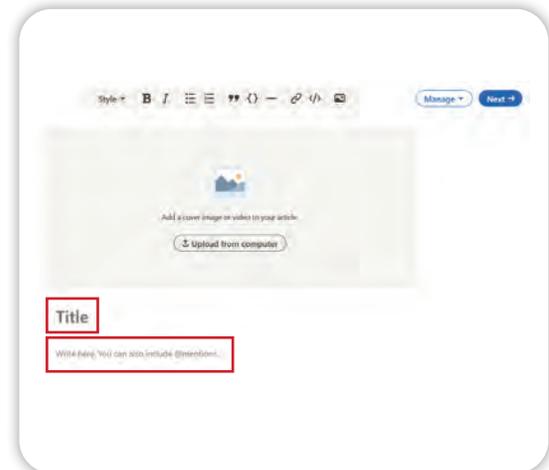


2 Click the **Title** field and enter your article title.

- If you're unable to select the headline field, a browser extension (such as Grammarly or Lazarus) may be interfering. Disable the extension and **refresh the editor**.

Click **Write here** to add your article content.

- You may include images, rich media, or a cover image to enhance visual impact.

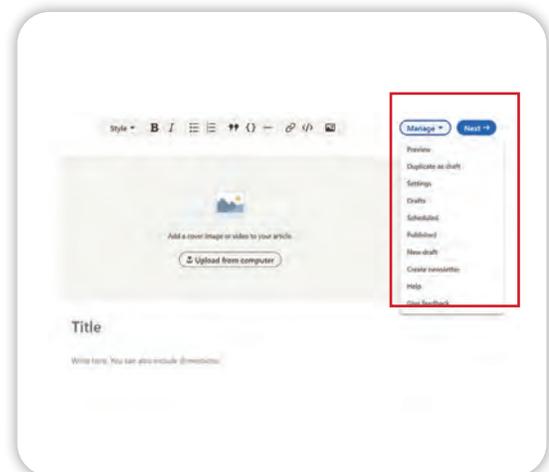


3 Select **Publish** in the top-right corner when your article is ready.

- LinkedIn does not offer a separate preview mode; the editor displays how the article will appear once published.
- Drafts can be shared with others for review prior to publishing.

4 In the pop-up window, click **Publish** to post your article or **Cancel** to continue editing.

- Articles can be edited or deleted at any time after publishing.





Headline

Select or adapt a headline that highlights the value of credentialed nutrition expertise or contrasts evidence with misinformation.

Strong headlines often:

- Pose a question
- Highlight a gap or problem
- Emphasize credibility and decision-making

Examples include:

- Who Should Be Shaping Nutrition Decisions?
- Nutrition Advice Is Everywhere. Nutrition Expertise Is Not.
- Evidence-Based Nutrition Deserves a Seat at the Table
- The Missing Expert in Today's Health Conversations: The Nutrition and Dietetics Professional
- When Everyone Is an Expert, Evidence Gets Lost: Why Nutrition Credentials Matter

Opening Hook

The Current Nutrition Landscape: Start the article with a hook that immediately signals relevance and timeliness. This should draw readers in and frame the broader issue.

Begin with one of the following:

- A recent statistic
- A short quote or headline
- A professional observation/anecdote
- A brief, relatable scenario

Then connect it to a current nutrition-related issue:

- Nutrition misinformation on social media
- GLP-1 medications and weight management conversations
- AI-generated nutrition advice
- Recent nutrition or healthcare policy changes
- Another trend shaping how people think about food and health

Explain the Awareness Gap

Clearly name the problem: although nutrition is central to health, nutrition and dietetics professionals are often underrecognized and underutilized.

Key points to emphasize:

- Many people cannot clearly explain what dietitians do
- Many have never worked with a nutrition and dietetics professional
- People are managing complex health needs without specialized nutrition support

Explain the consequences:

- Reliance on unverified sources
- Confusion from conflicting advice
- Trial-and-error approaches that may cause harm

Optional personalization: I've seen this firsthand when [brief example: patients referencing viral diet trends, confusion about conflicting advice, lack of referral to nutrition care].

Clarify Your Role

Clarify What Nutrition and Dietetics Professionals Contribute (Customize for Your Role). Use this section to correct misconceptions and expand understanding of the profession.

Emphasize that nutrition and dietetics professionals:

- Provide more than general advice
- Translate nutrition science into practical, individualized guidance
- Consider medical needs, lifestyle, culture, access, and systems

Optional anecdote: A moment that stands out in my work is when [brief story showing impact—clinical, community, operational, or policy]

Show the Impact

Show Where Nutrition Expertise Makes an Impact Broaden the lens beyond individual care to demonstrate scale and systems influence.

Highlight that nutrition and dietetics professionals contribute in:

- Clinics and hospitals
- Long-term and post-acute care
- Schools and universities
- Workplaces and corporate wellness
- Community organizations and public health
- Food systems and public policy

Reinforce that:

- Nutrition decisions affect outcomes at scale
- Nutrition expertise is not always included early or consistently
- This absence is especially harmful in an era of rapid misinformation

Why this Matters

The Academy of Nutrition and Dietetics has launched A Seat at Every Table, a nationwide initiative that highlights the vital role of nutrition and dietetics professionals in shaping nutrition decisions.

At its core, the campaign recognizes that when evidence-based nutrition expertise is included—whether in patient care, community programs, or policy—outcomes improve.

Optional closing reflection: For me, this initiative reflects [why this resonates with your work, setting, or values].

Learn more about A Seat at Every Table at eatright.org/EveryTable

Factsheet



A Seat at Every Table

Fueling Fresh Conversations

Confused About Nutrition? You're Not Alone.

Get clarity from the most qualified nutrition experts: nutrition and dietetics professionals.

Insights from a national consumer survey by the Academy of Nutrition and Dietetics.

Everyone Has Nutrition Advice — Few Have the Credentials

Nutrition guidance is everywhere. Credible expertise is harder to identify.

- **56%** of Americans rely on their own online research to make food decisions
- Nearly **half** have acted on advice from social media or AI tools

Just because it's shared online doesn't mean it's evidence-based.

Nutrition and Dietetics Professionals Bring Evidence to the Table

Nutrition and dietetics professionals are trained to bring clarity, credibility, and context to nutrition decisions, yet awareness remains low.

- **86%** of people have never seen a nutrition and dietetics professional
- Only **7%** can accurately describe what they do

What sets them apart:

-  Nationally recognized credentials
-  Rigorous education and ongoing training
-  Evidence-based, personalized care



Nutrition Support That Improves Health

Food choices are personal, and nutrition guidance should reflect that.

- **40%** of people feel stressed or guilty about food
- **11%** avoid nutrition help because they fear judgment

Nutrition and dietetics professionals provide:

-  Compassionate, respectful guidance
-  Support for health conditions like obesity, diabetes, and GI disorders
-  Help navigating GLP-1 medications safely and sustainably

 Academy of Nutrition and Dietetics

Stop guessing about nutrition. Connect with a nutrition and dietetics professional for expert guidance that is tailored for you at <https://www.eatright.org/find-a-nutrition-expert>

DOWNLOAD HERE



Click the download button to access a full set of social media graphics sized for LinkedIn, Facebook, X, and Instagram.

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