



Tackling Fad Diets and Nutrition Trends

Meet people where they are. Take time to listen to your clients, learn where they're getting their information (or misinformation), and understand what they believe and why.

Roll with resistance so they don't feel like they're being shut down. Show empathy, no matter their starting point or what misinformation they believe.

Learn your client's personality style (as well as your own). Build trust and better communication by first understanding the different ways people think and behave.

When in doubt, refer out. Educate clients on general nutrition topics within your scope of practice, but refer to a registered dietitian nutritionist for individualized nutrition questions.

But don't always lead with the science. Build trust first – especially with clients who think they already understand. Work gradually to help clarify any gaps in their knowledge.

Keep learning. Always continue to grow your nutrition knowledge from reputable resources.

High Sociability

Low Dominance

Collaborator

- Emotionally open
- Values relationships over results
- Avoids risk and conflict
- Empathetic and patient

Expressor

- Driven by emotions
- Enjoys challenges, incentives and rewards
- Informal approach

High Dominance

Deliberator

- Careful planners
- Seems distant, opens up after establishing relationships
- More formal

Director

- Action-oriented / takes charge
- Enjoys goals and planning
- Poor listeners
- Appears blunt
- Values time over relationships

Low Sociability

Daves, W. F., & Holland, C. L. (2014). Personality Styles. Retrieved from <https://www.acefitness.org/ptresources/pdfs/AssessmentForms/4-PersonalityStyles.pdf>

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Dairy Myths Dispelled

How to answer nutrition misinformation

“I can’t have dairy because it makes me gassy and bloated”

Some may experience an intolerance to lactose, the natural sugar found in dairy. Each person is unique, but lactose intolerance doesn’t have to mean dairy avoidance.

Most people can enjoy dairy without the unwanted symptoms.

- Slowly introducing dairy in small amounts or mixing it with other foods can help with digestion

“Milk is too high in sugar and calories”

Regular milk naturally contains some sugar, in the form of lactose (approximately 13 grams per cup), but has no added sugar and lots of protein (8 grams per 8 ounces). The balance of protein and natural sugar (carbohydrates) can help reduce rises in blood sugar.

- Skim milk has only 80 calories per cup while whole milk has 150 calories per cup

“We aren’t meant to drink cow’s milk”

Milk has been an important source of human nutrition for thousands of years in cultures across the globe. Plus, decades of research indicate cow’s milk does a human body good and is associated with lower risk of chronic diseases (heart disease, etc.) when consumed as part of a balanced eating plan.

- It provides essential vitamins and minerals, rehydrates the body, and supports strong bones and muscles

Know the Numbers



Whey protein isolate (1 scoop, 31 grams)



Plain nonfat Greek yogurt* (6 ounces)



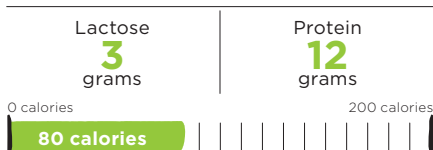
*Cultures in yogurt help digest lactose



Ultra-filtered nonfat milk (8 ounces)



Low-fat cottage cheese (4 ounces)



Light string cheese (2 sticks)



Regular nonfat milk (8 ounces)

