



Evolving Information About Food, Nutrition, and Health Affects the Credibility of Science

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Arthur M. Sackler Colloquium
*Advancing The Science and Practice of
Science Communication: Misinformation
About Science In The Public Sphere*
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Consumer

- Values
- Experiences
- Wants & Needs

DEMAND

Nutrition Gurus
Nutrition Scientists

SUPPLY





Build nutrition knowledge base

*“If you don't know the background science,
any argument can sound convincing”*

Cara Rosenbloom, RD 2018



Provide red flag detectors



Clear up the conflict

Scientists really don't know what we should eat to be healthy.

TIME

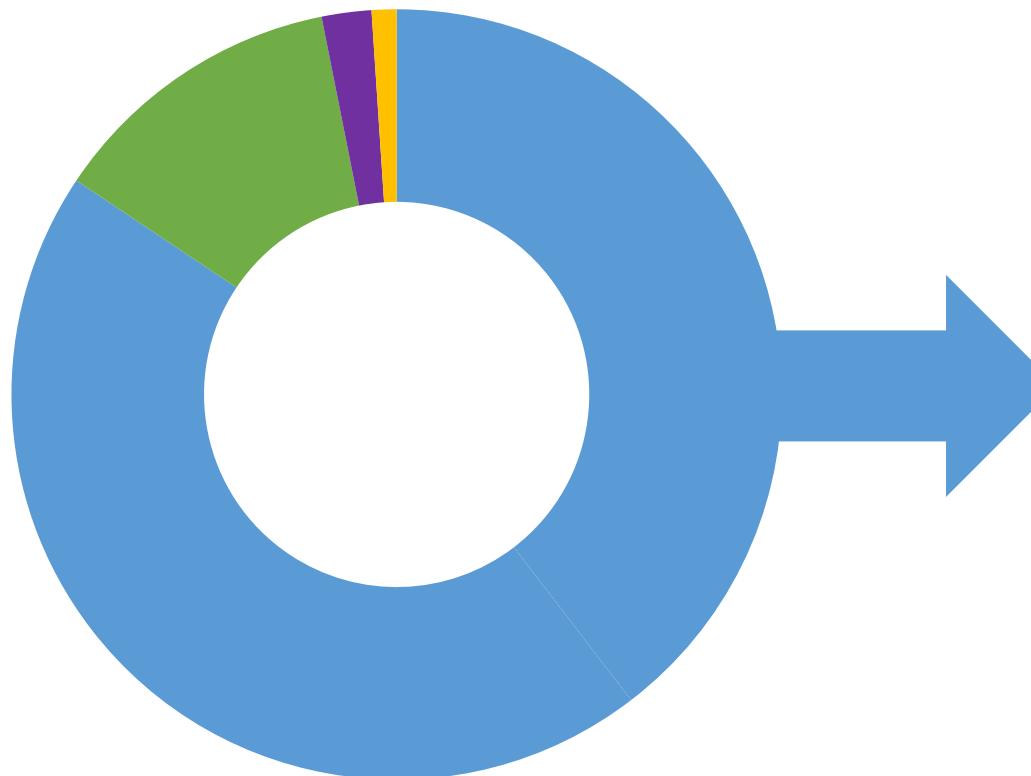
Eat Butter.

Scientists labeled fat the enemy. Why they were wrong

BY BRYAN WALSH

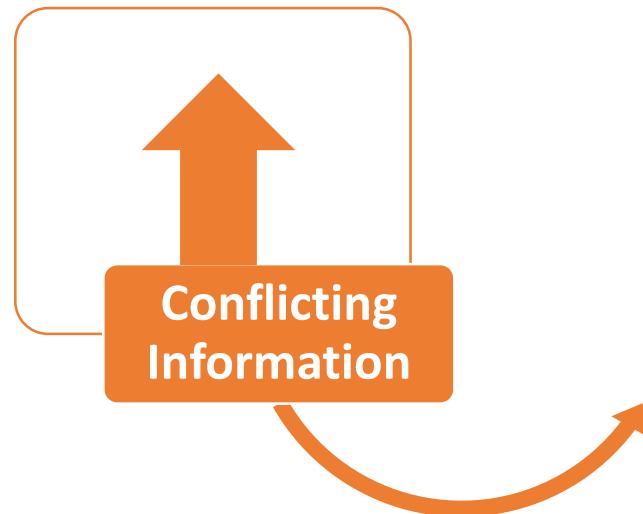


*“There is a lot of conflicting information
about the foods I should eat or avoid.”*



80%
Strongly/
Somewhat Agree

Conflicting Information Effects





Build trust, sell science

Presentation Techniques

- **2-sided Refutational Approach**
- **Hedging**

ARTICLE | ONLINE NOW



Adaptive Strategies of the Candidate Probiotic *E. coli* Nissle in the Mammalian Gut

Nathan Crook ^{7, 8} • Aura Ferreiro ⁷ • Andrew J. Gasparini ⁹ • ... Stephen Dobrowski • Daniel Peterson ¹³ • Gautam Dantas ^{8, 14}  Show all authors  Show footnotes

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Highlights

- Carbohydrate availability in the gut drives *E. coli* Nissle adaptation *in vivo*
- Gut monocolonization selects for glycosyl hydrolases enabling population cross-feeding
- Mutations that enhance mucin utilization are enriched in low-diversity guts
- Prior antibiotic exposure in conventional guts can lead to evolved probiotic resistance

Summary



Build trust, sell science

- 2-sided Refutational
- Hedging

Techniques





Connect x 3

- Know their knowledge base and behaviors
- Address wants, values, interests, and motivations to improve “quality of life” as they define it
- Make messages resonate
 - positive
 - personal benefit
 - process
 - pilot



Ultimate test:
Will consumers
use the accurate
communication
to live a
healthier life?

