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Dietitians making the news

Author: [Diana Sheh](#)

In this month's issue of *Who's in the News?* Dietitians of Canada acknowledges the individual efforts of members in profiling dietitians and ensuring credible nutrition information reaches the public through media channels. It is through their commitment that Dietitians of Canada has achieved great coverage in print and broadcast media, profiling dietitians as the best source of nutrition information and providing the media with reliable content for health-related news.

There were almost 260 media stories reported by Dietitians for Media in 2008. A Dietitian for Media is a dietitian who has a proven track record in providing trusted information about food, nutrition and health through the media. Dietitians for Media may work in radio, television and/or print media. Below is a sampling of topics and the media in which members are involved.

Tristaca Caldwell (Timberlea, NS) is a regular contributor to *Optimyz* magazine, a health and fitness magazine in Atlantic Canada. Her monthly column provides insights into current nutrition issues and offers quick and easy tips to incorporate into any lifestyle, with an emphasis on a balanced approach to diet and physical activity. Tristaca also appeared several times on CTV Television and Breakfast Television highlighting topics ranging from packing healthy lunches to preventing eating disorders. Her advice on increasing vegetable intake was featured in the Holiday 2008 issue of *Chatelaine* magazine.

Gloria Tsang (Vancouver, BC) participated in over 70 media interviews throughout 2008. The most memorable campaign was the *Debunking Diet Myths* campaign she launched to promote her nutrition website [HealthCastle.com](#) in April 2008. Using an April Fool's Day fun theme, Gloria successfully landed 9 live radio interviews and numerous newspaper interviews from journalists across North America. Her campaign also resulted in a republication of a 3-page featured article discussing top 10 diet myths in a special edition of *Canadian Living Magazine*.

Hélène Charlebois (Ottawa, ON) has appeared on numerous occasions on City TV Breakfast television Toronto and regularly on Rogers Television in Ottawa, Mississauga, York Region and Toronto helping the viewers eat better to stay healthier. She has done segments with CH at Home in Hamilton and with Sharon Caddy on Real Life CTS as well as a nutrition documentary for TFO (French TV) and various radio interviews including Radio Canada and CBC Radio. Her newsprint work can vary from nutrition quotes in the *SUN*, *Metro* and local newspapers to doing her regular segment on "Policing Diet Books" for the *Toronto Star*. She gives her expertise to various magazines such as *Chatelaine* and just recently to discuss "Better Tasting Vegetables" for the Better Health Magazine put out by *Readers' Digest*, and also with *Elevate Magazine* with "Trade Secrets"; what dietitians say and do.

Cara Rosenbloom (Toronto, ON) is a regular contributor to *Canadian Living* magazine, and is the consulting dietitian to the magazine's "food" section. Cara also writes the "Great Plate" column in *Glow Health* magazine, and contributes timely nutrition articles to other publications. When she's not typing her next story, Cara promotes healthy eating on TV and radio, and recently appeared on City TV Breakfast Television and CityLine; Global Morning News; Roger's Daytime; and Three Takes (Slice network) to discuss nutrition and wellness.

Dietitians for Media: please remember to submit your media activities online http://www.dietitians.ca/members_only/yourprofile.asp. Dietitians of Canada tracks media activities of members to tell us on an ongoing basis how well we are reaching consumers through the media with healthy eating and active living messages. Please help us keep timely records by entering your own media activities online. We will share a report with you twice annually so you can see the impact being made with the media.

Members: if you are experienced in media relations and you want to join the steadily growing team of 134 dietitians, register in DC's newly revamped Find a Dietitian/Find a Media Expert database. It is easy! Visit the Members Only website http://www.dietitians.ca/members_only/ and click on "Your Profile" button on the top navigation bar. Follow the instructions to update your information for the Media Expert Option.

The inclusion of a short bio, a photo and description of your practice in your profile will help increase the likelihood that you'll be contacted by the media. To aid you in this task, Dietitians of Canada has created a 5-minute video overview that is intended to clarify the process and suggest ways to enhance your profile. The overview can be viewed at: <http://www.screencast.com/users/Dietitians/folders/Jinq/media/807ad75e-f1f8-44b3-b584-a8d19c2f2ce7>

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