Dear NJAND members, it is my pleasure to extend warm wishes to you for a joyous fall and Holiday season. I hope you are all taking the time to enjoy the spectacular fall foliage, as Mother Nature bestows us with one of her most beautiful gifts.

Our executive board continues to work diligently, in partnership with, our advocacy firm- AMG, RDN ambassadors, NJAND’s public policy committee and the National Academy of Nutrition and Dietetics to actively support senate passage of our A1582-Dietitian/Nutritionist Licensing Act of 2019. Thanks to the hard work and dedication of everyone, our elected legislative sponsors, led by Senate Majority Leader, Senator Loretta Weinberg, have acknowledged the critical need for protecting the public from harmful nutrition advice and ensuring that only nutrition experts provide Medical Nutrition Therapy. The bill will be heard next in the Senate Commerce Committee; and we will keep you updated on its progress.

The Academy applauded NJAND’s virtual water drive response to The Newark Lead Contamination Water Crisis. The money raised from our virtual water drive will now go towards the purchase of water filters, water cartridges, and clean water education. The city of Newark will be accepting donations of this kind for at least the next 30 months while they change the infrastructure of the city.

Congratulations to our first two recipients of the NJAND Spotlight on RDNs/ DTRs and students - Dr Mavis Faulknor, DNP RDN CDE MSN APN FHN P and Patricia Gibbons, BS, NDTR for their innovative, outstanding work and contributions to the state of NJ and the respective fields of
Nutrition & Nursing. We look forward to celebrating all our Spotlight winners at a special recognition event for National Nutrition Month/RDN day in March 2020.

Reminder: Now is the time to contribute to the new US Dietary Guidelines! Registration is now open for 3rd Committee Meeting for the 2020 US Dietary Guidelines Advisory Committee October 24 and 25 in Washington, D.C. The meeting is available to attend in-person or view by webcast. Please note: Registration for in-person attendance closes on Friday, October 18, at 5:00PM EDT. Webcast registration will remain open throughout the meeting. During the meeting, the Committee will provide an update of its work, including the new set of protocols. The Committee’s protocols are its plans for how it aims to answer each specific scientific question using one of the three scientific approaches. Questions with new protocols are marked by the word “new”, and dates have been added next to each question to indicate the last time the protocol was updated. RDNS and DTRs may submit comments on protocols marked as “new” by Thursday, November 7, 2019. The Committee will continue to accept public comments throughout its work, expected to last into 2020.

Mark Your Calendars: On November 6th, 2019, Hunterdon DPG will be hosting another fun Movie Night - Forks over Knives event. Remember to save the date for next year's annual meeting at The Event Center at IPA in Freehold, NJ on Friday, May 8th, 2020.

You may learn more about NJAND's strategic plan, accomplishments and annual progress by reviewing our annual report HERE. We deeply appreciate the generous contributions of all of our members who are responsible for ensuring NJAND succeeds, and who are making positive changes for the future of our profession.

Have a wonderful fall season with upcoming holiday festivities, and family gatherings; and I look forward to seeing you at future NJAND events and later this month at FNCE 2019 in Philadelphia.

Janet Reid Hector, EdD RDN
President New Jersey Academy of Nutrition & Dietetics 2019-2020

Why Dietitians Need to Learn SEO
Submitted by: Jeanette Kimszal, RDN
Technology is at the forefront of health and wellness today. With the click of a button you can get information on any topic you desire. It is also a big part of your clients' lives. Search engines like Google, Bing, and Duckduckgo dictate which nutrition information they will see. As dietitians and business owners, you want to make sure people searching for nutrition professionals will get your name placed in their hands. One way to ensure you are reaching your ideal client is to be on page one of the search results.

**So how do you get to the top of the list?**

Three words: Search Engine Optimization or SEO for short. Search Engine Optimization is a process that makes a website appealing to different search engines in order to place it at the top of the search results; ultimately giving you a higher rank and driving more free traffic to your site.

In other words, SEO is a way to gain more visitors. It is learning to write about things that people are already searching for. Depending on the industry, SEO tactics can vary but most of the strategy revolves around four things: keyword research, backlink building, optimized content, and learning how to make a good website.

**Keyword Research**

Keyword searches are different words and queries that people type into search engines like Google. These include words like "nutrition," "weight loss," and "meal planning tips."

At the heart of SEO is learning how to know what questions and keywords are being searched. Knowing what queries are being asked the most, will give you the ability to create content readers are already searching for. Websites that contain articles and content with highly searched keywords have a better chance of being seen by
readers. Do you want to see what words are being searched for? Use the chrome extension Keywords Everywhere to learn how often terms are being searched for per month. This tool also gives you other related words that are being highly Googled.

The volume of a keyword search is not the only important aspect of SEO. You also want to make sure that your website will be able to rank for that word. This is because keywords with high volume searches can be competitive to rank for. For example, if you type in the word "meal plan" you will find those words are being searched 33,100 times per month. With such a high volume it could be very hard to compete with bigger websites. For this reason, it is important to look for niche keywords with high volume that you can rank for. Once you know this ranking, you will be able to target easy keywords that are also frequently searched.

Website ranking can be found with keyword search tools like KeySearch and SemRush. These tools will show how your own website ranks in relation to the competition. For example, a brand new website will have a harder time ranking certain words in comparison to a highly regarded health brand like Healthline or WebMd.

**Backlink Building**

Another factor of keyword search is to know how your website ranks in terms of domain authority (DA). Domain authority is a ranking score developed by an SEO company called Moz. This number predicts how well a website will rank on search engine results pages (SERPS). It is calculated by a culmination of various facets of a website including how many other websites link to your website. It ranges from one to 100. Websites with higher DA numbers have a higher strength. For example, websites like Healthline and Mayo Clinic have DAs in the 90's while the Academy of Nutrition and Dietetics website has a rank of 68.

One thing to note is that Google does not take this metric into account, so you can have a lower DA and still rank high on google. For example, when you search the term "leaky gut treatment" the first page lists a dietitian's website who has a domain authority of only 44.

So how do you improve your DA? Link building. Getting other respectable websites to link back to your articles will improve your DA as well as your credibility with Google. Having relationships with quality websites will look good in the eyes of the search engine and will make them want to put you at the top of their list. Link building can be done by guest posting on reputable websites as well as sending pitches to writers who may need expert opinion quotes. Sharing your articles in groups like Dietitians on the Blog to get meaningful comments on individual blog posts is another way to
Optimized Content and why Google likes to EAT

Google is the most used search engine, so what they say goes. Anyone who runs a website with content that impacts someone’s future happiness, health, or wealth of users is going to be under scrutiny when it comes to ranking. That is why it is so important to feed Google some very high-quality content. High-quality content contains a high level of Expertise, Authoritativeness, and Trustworthiness (EAT).

Google has implemented the EAT guidelines for these "Your Money or Your Life" (YMYL) pages as a way to protect searchers when searching for things tied to health and wealth. The good thing about these new rules is that dietitians have a leg up on the competition. Just having the R.D. initials after your name gives you an authoritative voice in the eyes of Google. However, the credentials alone will not get your posts up to the top. This involves incorporating evidence-based research that validates content and reliability.

Creating a Good Website

Content is king when it comes to your website, but it is not the only thing that matters to readers. Once you get someone to come to your site you want to keep them there so they are more likely to convert to a client. I am much more likely to engage with a brand if they have an attractive and functional website. If someone has a poorly designed site that is hard to navigate it deters me from wanting to work with them. Aside from design, you want site speeds that run fast. How many times have you closed a web page because it took too long to open? Make sure your site is speedy. People are on their phones more than ever and mobile usage is at an all-time high. Making sure your website is mobile-friendly is important for keeping readers engaged. These elements will provide a good user experience and improve your SEO.

Why Dietitians Need to Learn SEO

If you are using Facebook ads or other paid sources to generate traffic to your website and business you may want to consider looking into optimizing your search traffic instead. SEO is a great way to reach a wider audience and help more people. If you find that your current blogging efforts have little traffic you may not be writing about topics that clients are searching for.

For example, if you specialize in treating women with diabetes and you are looking for more clients you can utilize SEO as a way to drive traffic to your website with an article on a hot topic of interest. The phrase "diabetic diet food list" is being searched 5,400 times per month. Knowing that this is a popular search term enables you to formulate an article around this keyword that will appeal to readers...
Advocacy and Public Policy News
Submitted by Dan Dychtwald

Public Policy Team News
Ambassador Recognition

Each quarter, we want to recognize the work of one of our many outstanding Ambassadors for the NJAND. This quarter we recognize Denise Langevin, a Public Policy Team member since the late 80s, a former committee chair, and an ambassador since the program’s inception. Denise has been working on licensure and scope of practice protection since 1983, when she attended her first legislative meeting in Trenton. Since then Denise has testified numerous times before New Jersey’s legislature regarding licensure, as well as other regulatory issues that were priorities of the NJAND. In addition to her policy work, Denise is also a former President of the NJAND, having served from 2008-2009.

Why is Denise passionate about policy and advocacy? Denise explains, “I feel that it is imperative we be legally recognized as the profession with the necessary education and training to provide nutrition services and I feel it is important that we protect the public from those who call themselves nutritionists but who have little or no education or training. I also feel that if we don’t stand up and fight for the public policy issues that are important for our profession, there are many others out there who are ready and willing to take our seat at the table. As a former Dietetic Internship Director, I always felt it was so important to instill this same passion in our up and coming dietitians and I am so proud of many of my former students who have now taken leadership roles and are themselves advocates for licensure and many of our other public policy issues”.

Please join me in congratulating Denise and all our ambassadors for their contribution to our profession and the NJAND. Next quarter, we will be profiling another ambassador. If you are interested in becoming an ambassador or would like more information on the program, please contact Rosemary at rosemaryodea@comcast.net.

Ambassador Training
In an effort to provide our ambassadors with the necessary tools to schedule meetings with state senators and advocated on behalf of the profession, the NJAND is excited to announce the Ambassador Training. This hands-on training will provide you with the skills and knowledge to effectively represent your profession and advocate for the issues that matter most to you and your patients. The training will cover topics such as creating effective messaging, understanding policy language, and developing strategies for successful advocacy. By participating in this training, you will be equipped with the tools and confidence to be a powerful advocate for your profession and the patients you serve.

To register for the Ambassador Training, please visit the NJAND website and follow the link to the registration page. The training will be held on [date] from [time] at [location]. Space is limited, so be sure to register early to secure your spot. We look forward to seeing you there and hearing about your experiences and successes in advocating for your profession.

If you have any questions or concerns, please don’t hesitate to reach out. We are here to support you in your advocacy efforts and would love to hear from you. Together, we can make a difference in the lives of our patients and the profession as a whole.”
NJAND, a training was conducted by AMG, our lobbying firm. Attendees were provided with information about their legislators as well as documents to leave with senators about the need for licensure and scope of practice protection. On September 18th a follow up call was conducted with the ambassadors to review progress and mobilize our ambassadors. AMG provided the team with an update on the bill, a revised “Leave-Behind”, and shared news of trade groups and professional organizations that were in support of, or neutral, on the bill. Thank you to Rosemary and AMG for their continued support of licensure and the ambassador program. The Fall will be busy for our ambassadors as we move into our final push for Senate approval of our licensure bill.

Sharing our Success

Recently, our public policy team was asked by the Academy's Washington DC office to share the details of NJAND's ambassador program in order to help other state affiliates in their licensure efforts. In early September that request came to fruition as Rosemary O'Dea and Dan Dychtwald, Public Policy Coordinator, conducted a conference call with the public policy team from the Arizona affiliate. During the call, Rosemary and Dan shared the history of the program along with best practices and training procedures. Also on the call was Nate Stritzinger, Manager of Grassroots and State Advocacy for the Academy, who advocated for the power of grassroots advocacy efforts. Nate has offered assistance to Arizona, along with NJAND's public policy team, in helping Arizona with the launch of their own ambassador program as they pursue licensure. Many thanks to Rosemary and Dan for their assistance!

Advocacy Summit Wrap-Up

On Friday July 12th, Academy members from across the country converged on Washington DC for the first Policy and Advocacy Summit which replaced the Public Policy Workshop. This year the NJAND was represented by Reshma Adwar, Karen Basedow, Amanda Kirpitch and Dan Dychtwald. The focus of this year's summit was building support for the Treat and Reduce Obesity Act (TROA) and the Expanding Access to Diabetes Self-Management Training Act (DSMT). Over the course of the day the NJAND delegation met with all but one of our legislators. In a few instances we were able to meet with the legislator, in addition to his staff, including Freshmen Representatives Kim and Van Drew. Within days of the summit, additional NJ legislators signed onto both bills in support of our efforts. Many thanks to Reshma, Karen, Amanda, and Dan. As next year is an election year, we hope to see as many NJAND members as possible at the 2020 Policy and Advocacy Summit!
Happy fall - where everything is apple cinnamon, pumpkin spice, and... kokumi! Consumers are demanding a wider variety of different and creative flavor profiles in their food, and the umami ("fifth taste") movement of years past has given rise to a similar taste concept popular in high-end restaurants. Kokumi, the Japanese word for "delicious" or "rich taste," lends a sense of balance and harmony in foods according to Mintel. It is said to magnify the other basic tastes, and lends a satisfying mouthfeel one usually experiences with fatty, salty foods such as salted butter. Kokumi is achieved with ingredients like yeast extract and fermented soy. For you science lovers, the sensation is due to a combination of calcium, protamine, glutathione, and L-histidine. Its unique properties allow food manufacturers to meet demands for flavorful products with less fat, sugar, and sodium.

A trending ingredient in grocery products and recipes is tapioca starch (also called tapioca flour), the miracle cassava root extract used as a thickening, stabilizing, bodying, and binding agent. Tapioca starch is the main ingredient in some brands of vegan cheese such as the popular Daiya line, and is featured in bubble tea (already processed into little pearls) and tapioca pudding. Tapioca is common in Latin American, Asian, and African cuisines, and is naturally increasing in popularity as demand for authentic ethnic food continues to expand in North America. Tapioca starch is so versatile because of its bland flavor, texturizing properties, and being low on the allergy scale. It is used as an ingredient in gluten free baking flour, and is "paleo approved" for those so inclined. Overall it is low in nutrition quality (it is essentially pure starch, with just traces of micronutrients) but isn't meant to be consumed in large quantities. Tapioca's global market size is expected to increase steadily throughout the 2020's.

Finally, we revisit CBD (cannabidiol, a non-habit-forming extract from the hemp plant), the controversial ingredient finding its way into everything from cereal to seltzer. Some initial studies suggest CBD's benefits for anxiety, insomnia, and some types of chronic pain, but data are still
largely inconclusive. Nevertheless, its popularity may have less to do with actual effects and more with creative marketing: according to a new study reported by Marketwatch, the worldwide market for CBD is expected to grow at a compound annual growth rate of roughly 32.0% over the next five years; it will reach $1.25 billion in 2024, from $311.8 million currently in 2019. From a safety standpoint, we should keep our eyes on the research: reported side effects of CBD include nausea, fatigue and irritability. Among coumadin takers, it can increase blood levels, increasing risk of internal bleeding. It also exhibits certain drug interactions similar to grapefruit juice. Plus, keep in mind that, as CBD is a dietary supplement, not a drug, there are no FDA guidelines for its safety or purity. Finally, therapeutic dose recommendations are not clearly established, so recommending its use should be done with care and caution. Learn more about CBD from our trusted colleague, Toby Amidor, here.

Next issue: Fad Diet Roundup, a handy reference guide of every fad diet you’ve ever (or never) heard of!

Dina Aronson is lead dietitian and head of content for Diet ID, a digital health startup developing innovative tools for diet assessment and behavior change. She works out of her home in Bloomfield, where she lives with her son, daughter, dog, and two goldfish.
20+ SCIENTIFIC STUDIES SUPPORT THE BENEFITS OF RECOVERING AFTER STRENuous EXERCISE WITH THE HIGH-QUALITY PROTEIN AND NUTRIENTS FOUND IN CHOCOLATE MILK

Lowfat Chocolate Milk:

- **Is a natural source of high-quality protein to build lean muscle**

- **Has the right mix of protein and carbs, scientifically shown to refuel exhausted muscles and help return to peak potential**

- **Provides fluids and electrolytes - like calcium, potassium, magnesium and sodium - to rehydrate and help replenish critical nutrients lost in sweat**

Finish strong with chocolate milk. To learn more about the science behind the recovery benefits of lowfat chocolate milk log on to BuiltWithChocolateMilk.com.
Good Nutrition at a Cost

The World Health Organization defines Nutrition as "the intake of food, considered in relation to the body's dietary needs. Good nutrition - an adequate, well balanced diet combined with regular physical activity - is a cornerstone of good health. Poor nutrition can lead to reduced immunity, increased susceptibility to disease, impaired physical and mental development, and reduced productivity." 1

In the previous seven years working with the Department of Aging, I have seen numerous cases of poor nutrition due to lack of affordability. Clients forego their medications in an effort to buy food and pay rent. In some cases, seniors have put aside their own health and well being in an effort to take care of their family. I refer these clients to Dietitians and clinics, suggest enrollment in the SNAP program and make suggestions on how to stretch the dollar.

Since January, I have been overseeing recipe demonstrations at CUMAC (one of our Alliance Partners, https://www.cumac.org/) on behalf of the NJ Academy of Nutrition and Dietetics. Clients there are becoming familiar with me and I with them. I’ve been fielding questions about digestive disorders, diabetes, blood pressure, and numerous other health issues.

Occasionally, there are questions regarding health for which I provide infographics specific to the needs of the client as well as a referral to clinics in the area. I have had cases similar to this hypothetical situation: Betty is a mother and a Grandmother. Betty has been recently diagnosed with T2DM. Betty comes to get food for her family. Betty is afraid of this recent diagnosis and wants help to turn things around. Betty asks me for advice which includes a referral to the diabetes program at the local hospital and a simple infographic from the American Diabetes Association. A month later, Betty comes in and asks for me. It is obvious to me based on our conversation that Betty foregoes her nutrition to feed her children and grandchildren.
Obesity and its related health disparities exist, specifically in this population, because food is not available, nor affordable, to those with a limited income. I am excited that counties throughout New Jersey are partnering with food depots to provide food to Seniors that could not otherwise afford food.

Why did we enter the field of Nutrition? I did because I want to make a difference in health outcomes of people like you and me.

1. https://www.who.int/topics/nutrition/en/ accessed 10/1/19

---

**Nutrition, Health, and Wellness Trends**

*Submitted by Grace Engels, RDN*

Whether it has been a client, a family member, or a patient, chances are someone has approached you about the hot new trend of fasting. The abstention from all or certain types of foods or beverages, fasting is done by many different people for many different reasons. Some do it for weight loss. Some do it to feel closer to God. Some do it because they like the way it makes them feel. But regardless of the reasons we do it, I’d like to ask, what does fasting do for us?

Well, it turns out that there is substantial research in human subjects showing fasting really does impact us physiologically. When practiced appropriately and in a healthy manner, fasting has been shown to imbibe significant health benefits. Several trials have shown that fasting helps improve insulin sensitivity and lipid profiles and brings glucose and insulin levels down. Still other research cites the ability of fasting to reduce obesity, lower blood pressure, and help with asthma and rheumatoid arthritis.

Case reports involving the use of fasting as an alternative to certain medications have shown interesting outcomes as well. A small Canadian study, for example, has shown that therapeutic fasting can help people with diabetes successfully lose weight, increase their insulin sensitivity, and reduce their dependence on diabetic medications. And yet another recent study supports the notion that weight loss can actually contribute to the remission of diabetes. While research on this topic is not likely to receive large amounts of funding any time soon, the use of fasting in the clinical setting certainly has exciting potential.

Now the real Nutrition, Health, and Wellness trend here is intermittent fasting (IF). IF is probably what your clients or family members are approaching you with. If they want to know benefits (other than weight loss), throw some of the current research their way. Additionally, if they want to know information for personal application, review some of the options with them:

- **16/8 Method:** Eat your food within an 8-10 hour window, not to be

---
• **16/8 Method**: Eat your food within an 8-10 hour window. Most people prefer to push breakfast back or skip it altogether so they can still have dinner that evening.

• **5:2 Method**: Eat normally for five days of the week and choose two days on which to restrict calories to 500-800 per day.

• **Eat-Stop-Eat Method**: Fast for 24 hours, one to two times per week.

• **Alternate-Day Method**: Fast every other day, either with a total fast or with caloric restriction.

• **Spontaneous Meal Skipping Method**: A more relaxed form of fasting, skip one or two meals per day when not feeling hungry or when it is convenient.

These are just a few of the options one can take with fasting. The wonderful thing is that there are no hard-set rules for fasting! Work with each person that comes to you to find a method that works for them. This may take some time, but, considering the recent research, it may very well be worth taking the time to figure out what works on an individual basis!

**Sources**


Therapeutic use of intermittent fasting for people with type 2 diabetes as an alternative to insulin. BMJ Case Report, October 2018.

Shedding 10 percent of body weight can send type 2 diabetes into remission, study finds. The Telegraph. September 2019.
Sample of public domain pictures from USDA-ARS talk about life and the profession.

- African American (meeting primarily in north jersey)
- Central Jersey
- Essex County
- Greater Morristown Area
- Hunterdon County
- Hudson County
- Jersey Shore
- South Jersey
- Bergen County
- Union County

Listservs now focus on four professional practice areas as follows:

- NDTR
- School Nutrition
- Functional Medicine
- Pediatrics

The purpose of the listservs is to share information about particular areas of practice using electronic means. Sharing information, answering questions and supporting each other in practice allows for professional growth, especially for those feeling isolated in their area of practice. Members interested in joining a professional networking group or listserv can email Megan Squires, MS, RDN at: executivedirector@eatrightnj.org.

If you are interested in forming either a new Professional Networking Group or Listserv, please e-mail Megan Squires, MS, RDN at executivedirector@eatrightnj.org.

Academy Resources for Members and the Media!

Get the most out of your membership!

Did you know the Academy provides updated media information, sample public service announcements, and info-graphics for your use?

Follow the link, EatrightProMediaResources
Upon following the link, click on the menu tab, then on "Trends and Reviews" where you will find reviews of nutrition related apps and books!

Looking for graphics to use for your social media or nutrition education material? Did you know the USDA Agricultural Research Services offers a variety of food, farm and nutrition related graphics and pictures that
are free and legal to use?