



**2015 Winner:** Academy of Nutrition and Dietetics:

**Entry Title:** Food & Nutrition Magazine

**Project Overview/Elevator Pitch:**

Food & Nutrition Magazine® is a bimonthly publication from the Academy of Nutrition and Dietetics—the world’s largest organization of food and nutrition professionals. Food & Nutrition publishes six regular issues per year, each with a unique theme to highlight current health and food trends. The magazine “educates the educator” to ensure the valuable Academy members are up-to-date on current nutrition trends and information. There is also an online digital version of the magazine, a foodandnutrition.org website, a Food & Nutrition mobile app, a hugely popular guest blog (Stone Soup) and comprehensive social media program.

**Project Goals/Objectives:**

The goal of Food & Nutrition Magazine is to provide information and inspiration for readers—members of the Academy of Nutrition and Dietetics—to be the most valued source of food and nutrition services in healthcare, foodservice, academia, industry, community nutrition programs, and the media. Food & Nutrition addresses the needs of the organization’s diverse membership, while remaining engaging and accessible to a broad spectrum of readers and extended audiences including consumers.

In keeping with the Academy of Nutrition and Dietetics’ mission to empower members to be the nation’s food and nutrition leaders, Food & Nutrition’s objectives are to celebrate the nutrition and dietetics profession; promote the understanding that there is strength in diversity; and foster community among 75,000 members around the nation and world.

**Strategy:**

- Publish a variety of diverse articles on health and diet trends, highlights of nutrition research and resources, updates on public health issues and policy initiatives related to nutrition, and explorations of the cultural and social factors that shape Americans’ diet and health.
- Educate the reader to ensure the Academy members are positioned to be the nation’s food and nutrition leaders and celebrate the nutrition profession.
- Encourage continued conversation amongst the members and nutrition community through social media.
  - A special call-to-action and accompanying hashtag in each issue, inviting readers to share photos and link to the Academy’s social media pages.
  - The Engage page gives readers a place to meet new colleagues and friends, interact with the magazine’s content and share their own experiences and photos with the Food & Nutrition magazine staff and fellow readers.
  - Generate buzz about the issues, but also in encourage diverse readers to communicate and connect via social media.
- Engage readers to become content contributors via its guest blog, Stone Soup. Launched in 2012, this is a space where Academy members can contribute original recipes and showcase their expertise as nutrition experts.

**Success Metrics:**

- Read by more than 75,000 registered dietitian nutritionists and health professionals who average 16 years in the profession.
- Consistently ranked by members among the top Academy benefits.

- In 2014, magazine was picked up by a distributor (ContextMedia) that supplies hospitals, clinics and doctors' offices nationwide with literature for waiting rooms; ContextMedia estimates its distribution channels reach an average 50 million consumers annually.
- In 2014, FoodandNutrition.org generated 698,829 page views and 372,284 sessions, an increase of 61% and 73%, respectively, over traffic from 2013.
- The digital edition and the Food & Nutrition mobile app have received a combined 941,000 page views in the past year.
- foodandnutrition.org has had 722,000 page views and 294,000 unique visitors in the past year.

**Learn More:**

<http://www.foodandnutrition.org/>