Communications Professionals
A Three-Course Online Graduate Certificate

Nutrition Science for
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OVERVIEW
There is no denying nutrition is a hot news topic. Communications professionals, including journalists, freelancers, corporate and public relations professionals, are often responsible for generating these news items. While inaccurate messages confuse and mislead, breed skepticism, and can harm reputations, truthful, accurate messages can turn communications professionals into nutrition educators, helping consumers make positive lifestyle choices while helping clients attain their business goals. To achieve these objectives, an understanding of the concepts and language of the science of nutrition, the ability to translate nutrition research, and marketing within a nutrition communication context is needed. The certificate program will prepare students to create effective, informed nutrition-related communications. This is a collaborative program where students bring the added value of their daily experiences into the virtual classroom to validate and improve both their field practice and their learning outcomes.

CURRICULUM

Foundations of Nutrition Science
This course provides an understanding of basic nutrition science, including the principles of diet planning and government standards; the biological functions of the macro- and micronutrients; energy balance, weight control, and physical activity; and the role of nutrition in chronic diseases, nutrition throughout the life cycle, and contemporary nutrition-related issues.

On completion of the course, students will be able to: describe the components of a healthy diet, summarize the role of US nutrient standards and dietary recommendations, identify the functions, requirements, and food sources of each macro-nutrient and micronutrient, discuss the adverse health effects associated with a toxicity or deficiency of each nutrient, explain the role of diet in chronic disease prevention and development, and discriminate between nutrition fact and fiction.

Interpreting Nutrition Evidence
This course will familiarize students with the terms and tools required to navigate the scientific literature and dissect the components of nutrition research articles. The course covers literature searches, study designs, anatomy of a research paper, and common statistical terms. Through "hands-on" exercises, including a literature review and case studies of how nutrition-related scientific evidence is translated in press releases and social media, students will gain the skills required to translate and communicate this body of knowledge responsibly.

Nutrition-Related Consumer Marketing
This course examines the issues of consumer psychology and food choice, and explores the interplay of nutrition and marketing from both the consumer and the marketer’s perspectives. The course will examine historical effectiveness of efforts by food companies, health advocacy organizations, and governments aimed at improving nutritional habits. Students will gain an understanding of consumer behavior and approaches to affect positive nutrition-related health outcomes.

Learn More
Visit http://nutrition.tufts.edu/certificates and learn about the streamlined application process, affordable tuition, and the excellence in nutrition leadership that Tufts Friedman School represents. Serious candidates should register for an online webinar, meet our faculty, and get answers to all questions. Email nutritioncertificates@tufts.edu for more information.