

ETHICS IN AN EVER CHANGING WORLD OF NUTRITION

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Presented by Toby Amidor, MS, RD, CDN, FAND

July 27, 2022

Indian Health Service

DISCLOSURES

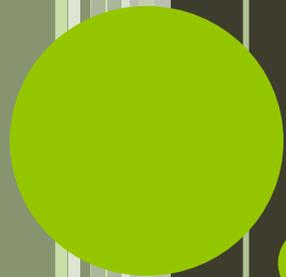


- Nutrition Partner, Beef Checkoff's Expert Bureau
- Ambassador, National Dairy Council
- Member, Dannon Essential Dairy & Plant-based Advisory Board
- Spokesperson, Cocoa Via

SESSION OBJECTIVES

After this presentation, participants will be able to...

- 1) Understand areas within practice that can lead to compromised ethics.
- 2) Follow the ethical and social media guidelines set forth by the Academy of Nutrition and Dietetics.
- 3) Make ethical and moral decisions when faced with controversy in the dietetic profession.



WHO ARE WE FIGHTING?



THE “COMPETITION”

- Self-proclaimed nutrition experts
- Successful “losers”
- Fitness folks
- Personal trainers
- Physicians & other medical professionals
- Better communicators?!

TikTokers are sticking garlic up their noses to clear mucus. Does that even work?

The Charlotte Observer

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"WELLNESS" | MAY 4, 2021

TikTok Told Me to Drink Chlorophyll Water, So I Did

By Florence O'Connor



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These 6 celebs are obsessed with the keto diet

Social media influencers give bad diet and fitness advice eight times out of nine, research reveals

'Any Tom, Dick or Harry can post whatever they like and be believed by their followers'



But dietitians are also fighting
each other...

There's drama on dietitian Twitter, and it's exposing deep rifts in nutrition doctrine

The Washington Post
Democracy Dies in Darkness

By **Caitlin Dewey** November 28, 2017 [✉ Email the author](#)



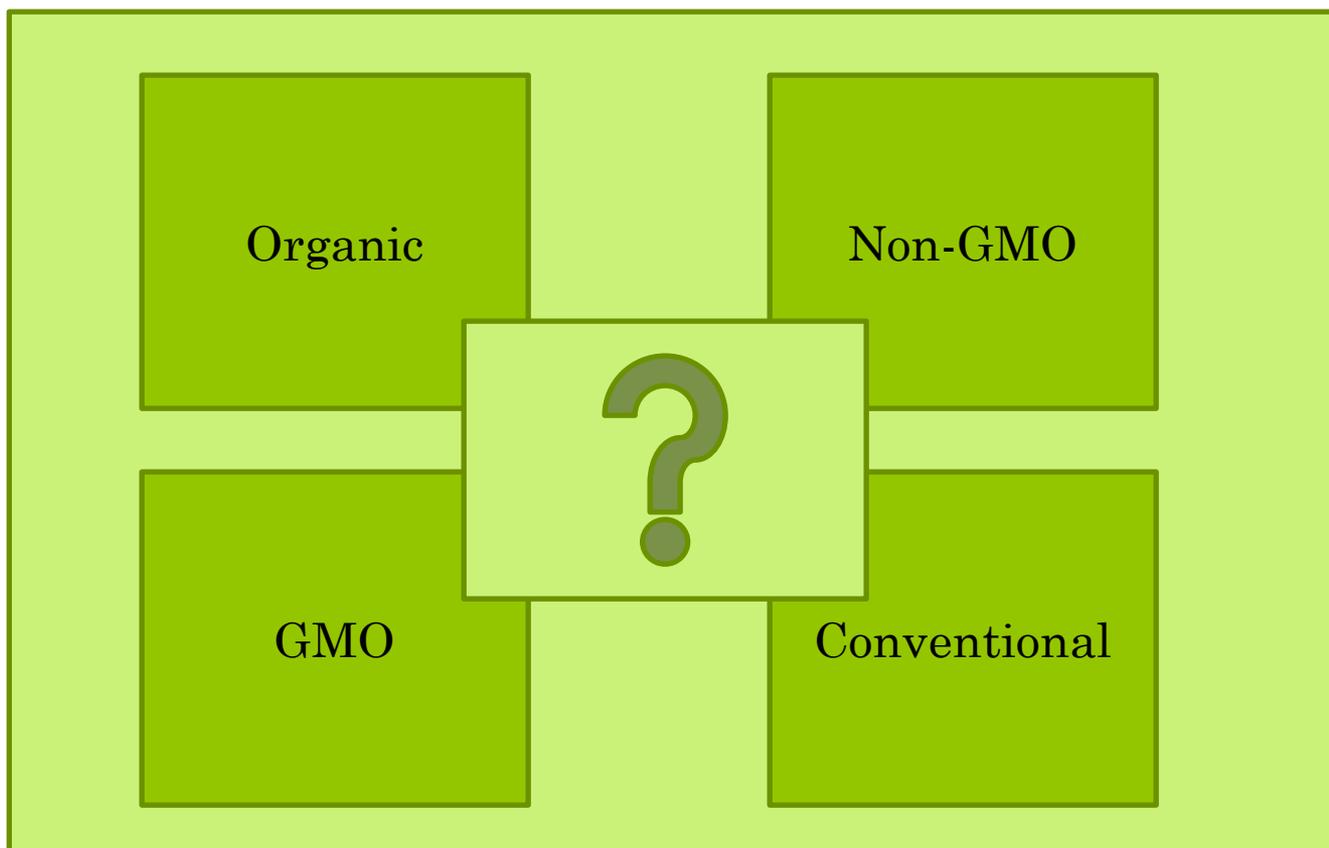
Rebecca Subbiah, a registered dietitian and organic farmer. (Courtesy of Rebecca Subbiah)

When It Comes to Food, Why Aren't We 'Pro-Choice?'

The decision to buy organic, non-GMO foods – or conventional, GMO-laden foods – is personal.



By [Toby Amidor](#), Contributor | Feb. 20, 2018, at 10:49 a.m.



SHOPPER'S GUIDES & FEAR OF PESTICIDES

Dirty Dozen™

EWG's 2021 Shopper's Guide to Pesticides in Produce™



1. Strawberries



2. Spinach



3. Kale, collard and mustard greens

Can We Stop Worrying About Which Veggie Is "Dirtiest" Please?

Fresh. Food. Is. Not. Unhealthy.

By Christopher Michel | April 10, 2018

CookingLight

CONSEQUENCES?

Externally

- The loss of reputation of RDNs
- Outsiders view this as an opportunity
- Consumer confusion

Internally

- Loss of respect for each other
- Loss of cohesiveness
- Loss of the ultimate goal

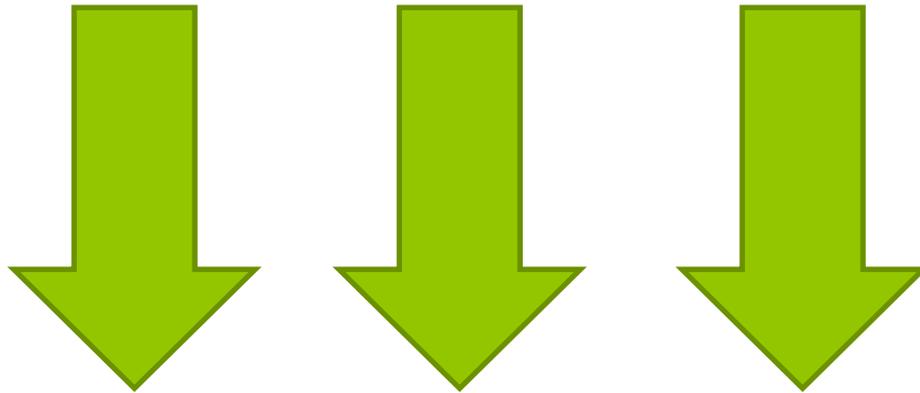


**What is the ONE GOAL
health care professionals
are trying to achieve?**



WHAT NOW?

It's time to examine ethics within our profession so
we can all get on the same page



Achieve our goal of helping people be healthier

DEFINITION OF ETHICS

- 1. The study of standards of conduct and moral judgment.
- 2. The study of the general nature of morals and of the specific moral choices to be made by a person.
- 3. The rules or standards governing the conduct of a person or the members of a profession.

ETHICS IS THE STRUGGLE BETWEEN

Just vs.
Unjust

Moral vs
Immoral

Right vs.
Wrong

I have faced it, and you will too...

AND CODE OF ETHICS

The code is intended to:

- ✓ Protect the profession and the credential
- ✓ Influence public and private policy
- ✓ Improve professional practice
- ✓ Educate dietetics practitioners about ethical decision making
- ✓ Meet the guidelines of the accrediting agency for the Commission on Dietetic Registration

FUNCTION OF THE CODE OF ETHICS

eat
right. Academy of Nutrition
and Dietetics

Code of Ethics for the Nutrition and Dietetics Profession



4 Principles (32 standards)

1. Competence and professional development in practice (**non-maleficence**)
2. Integrity in personal and organizational behaviors and practice (**Autonomy**)
3. Professionalism (**Beneficence**)
4. Social responsibility for local, regional, national, global nutrition and well-being (**Justice**)

PRINCIPLES OF THE CODE OF ETHICS FOR THE PROFESSION OF DIETETICS

- **Non-maleficence:** Non-harming or inflicting the least harm possible to reach a beneficial outcome.
- **Autonomy:** The capacity of an agent to act in accordance with objective morality rather than under the influence of desires.
- **Beneficence:** An act of charity, mercy, and kindness with a strong connotation of doing good to others including moral obligation.
 - All professionals have the foundational moral imperative of doing right.
- **Justice:** a concern for justice, peace, and genuine respect for people.

At some point in your career you'll find yourself at a cross-road. Let the professional code of ethics guide you





**CURRENT ISSUES:
THE GOOD, THE BAD AND THE
UGLY**

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CIVILITY AND RESPECT

Food &
Nutrition

December 15, 2017



Q1: WHAT ARE THE BENEFITS OF USING SOCIAL MEDIA?

Social media is a place where practitioners can share health information with literally millions of people. It doesn't cost anyone anything—it's free for everyone—and the exchange goes both ways. When I am engaging with my base, not only am I building my numbers (and of course, my reach and impact) but I am understanding what my followers want to learn more about. Social media is one of the best go-to resources for developing content strategy. My followers tell me either directly or through their conversations exactly what issues or trends they're curious or confused about, and a lot of those topics will end up in a Woman's Day article or in a segment on The TODAY Show.

--Joy Bauer, MS, RDN, CDN, Founder Nourish Snacks & health and nutrition expert on The Today Show

Q2: IF A PEER CRITICIZES YOUR CONTENT, HOW DO YOU KEEP THE CONVERSATION PRODUCTIVE?

If it's a respectful conversation, then I will engage in an intelligent conversation, however if someone has a tone where they are speaking down to me, are negative, are attacking, or just plain rude, I won't respond. I don't answer my own kids when they speak to me that way, and I won't answer anyone else who won't show me the respect I deserve as an individual. Sometimes, however, I find that readers have a mindset that they are looking to start an all-out fight with me, then I ignore completely. It's not ever worth the aggravation to engage with someone who doesn't even read or listen.

--Toby Amidor, MS, RD, CDN



QUESTION 3

*Where is the line between
constructive dialogue and
counterproductive
engagement?*



QUESTION 4

What do you do if you don't agree with a peer's content on social media?

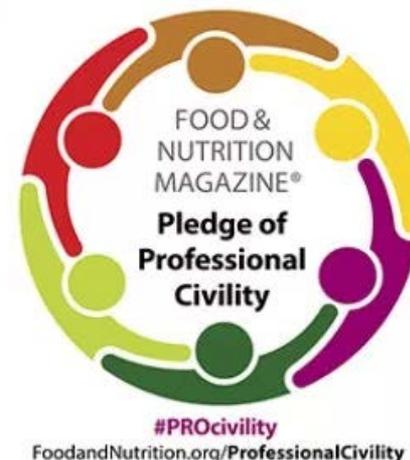
CODE OF ETHICS: PRINCIPLE 3C

Nutrition and dietetics practitioners shall demonstrate respect, constructive dialogue, civility and professionalism in all communications, including social media



PROFESSIONAL CIVILITY PLEDGE

- I pledge to demonstrate respect to my colleagues and all others.
- I pledge to support constructive dialogue and positive engagement.
- I pledge to discourage the public belittling of my colleagues, even when we do not agree.
- I pledge to model professional conduct in all my public communications and actions.





Practice Paper of the Academy of Nutrition and Dietetics: Social Media and the Dietetics Practitioner: Opportunities, Challenges, and Best Practices



ABSTRACT

Social media tools, including blogs, social networks, and media-sharing sites, help nutrition and dietetics practitioners reach broader audiences and connect directly with the public. In many ways, social media has transformed the practice of dietetics and has opened up new avenues for communicating food and nutrition information. Social media has been an effective tool for virtual nutrition counseling, patient education, peer-to-peer support, and public health campaigns. Increasingly, nutrition and dietetics practitioners are using social media to network and collaborate with colleagues, conduct a job search, stay current with new research, champion a cause, promote products or services, and build a business. The potential role of social media in the profession is far reaching, yet there are important guidelines to follow related to ethics and professionalism. When using social media, nutrition and dietetics practitioners must remember that they are governed by the same Code of Ethics that guides all other aspects of practice. In addition, it is critical to have a thorough understanding of all the factors related to social media professionalism, including disclosure rules from the Federal Trade Commission, patient/client privacy and confidentiality as covered by the Health Insurance Portability and Accountability Act, and copyright laws that protect intellectual property. In today's digital age, it is essential for nutrition and dietetics practitioners to recognize the professional opportunities and challenges of social media. Failing to effectively and ethically use social media can reflect poorly on the individual practitioner and the profession. Certain violations may have legal implications. The purpose of this Academy of Nutrition and Dietetics practice paper is to provide guidance on social media's relevance, potential applications, best practices, benefits, and risks. *J Acad Nutr Diet.* 2016;116:1825-1835.

THE USE OF SOCIAL MEDIA



- Pew Research Center found that 72% of adult internet users go online to find information about their health including:
 - Seeking a diagnosis
 - Exploring treatment
 - Searching for others who share similar health concerns
- Growing numbers of nutrition and dietetics practitioners have created food and nutrition blogs or websites and are using social media to:
 - Educate the public
 - Attract new clients
 - Network
 - Engage with patients
 - Promote books or other products, and build a professional brand



POSITION PAPER ADDRESSES THE FOLLOWING:

- When using social media, practitioners must remember that they are governed by the same Code of Ethics that guides all other aspects of practice.
- It is critical to have a thorough understanding of all the factors related to social media professionalism, including disclosure rules from the Federal Trade Commission, patient/client privacy and confidentiality as covered by the Health Insurance Portability and Accountability Act, and copyright laws that protect intellectual property.

THE ISSUE: TRANSPARENCY & DISCLOSURES

- Many nutrition and dietetics practitioners are choosing to monetize their blogs and social media influence in various ways including:
 - Advertising,
 - Sponsored posts
 - Endorsements
 - Co-created content
 - Other types of marketing partnerships



You must follow all rules and regulations

ETHICS AND PROFESSIONALISM

- Due to the growth of social media in health care, social media policies have been adopted by healthy professional organizations:

- The American Medical Association
- Canadian Medical Association,
- American College of Physicians
- Federation of State Medical Boards
- American Nurses Association
- National Council of State Boards of Nursing
- The American Hospital Association

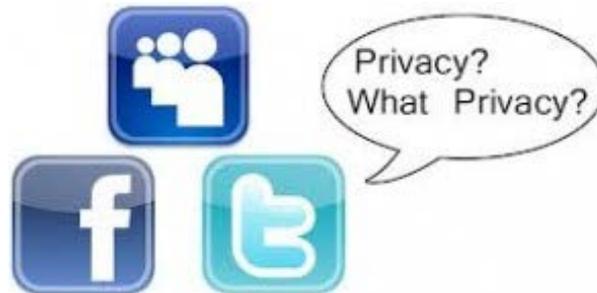


SOCIAL MEDIA POLICIES ADOPTED BY HEALTH PROFESSIONAL ORGANIZATIONS

- Address the following:
 - Patient privacy
 - Professional boundaries
 - Accurate and truthful information
 - Transparency
- Encourage separate personal and professional identities online
 - Regardless on YOUR decision, make sure whatever you post is appropriate for a public space

ONLINE PRIVACY AND CONFIDENTIALITY

- Maintain privacy and confidentiality of patients/clients.
- Obtain consent when writing or photographing patients/clients.
- Use respectful tone when discussing patients/clients.
- Respect the privacy of blog and website visitors.
- Be familiar with privacy settings on each social media platforms.



PROFESSIONAL LIABILITY

- Consider a disclaimer on a blog or website that indicates the information is not a substitute for individual advice from a health care professional.

Disclosure

By Melissa Dobbins | April 24, 2013 | 0

SOUND BITES®



Disclosure Statement for Melissa Joy Dobbins, Sound Bites, Inc. Updated as of June 2021 • Information presented on this site is intended as an informational representation of the nutrition and communications services provided

by my company, Sound Bites, Inc., as well as the various brands owned by Sound Bites, Inc., including The Guilt-Free RD brand, Food...

PROFESSIONAL BOUNDARIES

- Keep personal and professional profiles separate, whenever possible.
- Be cautious and selective when connecting with patients/clients on social media sites.
- Critically evaluate any online interaction with patients/clients.
- Follow social media policies of employer.



CONTENT CREDIBILITY

- Distinguish between science-based facts vs. a personal point of view.
- Share only information from credible sources.
- Include the source of nutrition studies or claims cited.
- Place results of new studies in context.
- Correct misinformation and respond to inaccuracies.



CODE OF ETHICS: PRINCIPLE 2A TRANSPARENCY & DISCLOSURE

“Nutrition and dietetics professionals shall disclose any conflicts of interest, including any financial interests in products or services that are recommended. Refrain from accepting gifts or services which potentially influence or which may give the appearance of influencing personal judgement”

TRANSPARENCY AND DISCLOSURE

- Declare any conflicts of interest
- Disclose any financial or in-kind compensation received
 - #ad #sponsored #paid #client
 - Company X gave me this product to review.
 - I was compensated by X to write this blog post
 - Shortened hashtags discouraged #sp #spon #cl
 - Use #ad at the beginning of the post

TRANSPARENCY AND DISCLOSURE (CON'T)

- Follow **Federal Trade Commission** guidance for disclosing material connections
 - The FTC's mission is to prevent fraudulent, deceptive, and unfair practices in the marketplace
- Professional is considered an “advertiser” once they endorse a product in exchange for any type of payment or in-kind compensation (i.e. free samples, sponsored travel)
- Dietetic professional is required to disclose all “material connections” as it relates to their blogging and social media outreach
 - On every single social media post related to a recipe creation with a product or sponsored blog post

COMMON ACTIVITIES THAT WOULD REQUIRE DISCLOSURE:

- Paid to create a recipe, photo, video, or blog post
- Received payment, free products, coupons, or gifts in exchange for mentions on social media
- Paid to make social media comments or advocate in any way on behalf of a third-party
- Compensated to host a Twitter chat or participate in other online activities
- Serve as a consultant or advisory board member and writing or responding on a related topic, even if not compensated for that specific activity

COMMON ACTIVITIES THAT REQUIRE DISCLOSURE

- Serve as a paid media spokesperson for a company or brand and sharing video of TV interviews or links to articles on social media channels
- Received free travel and experiences by a company, brand, or organization
- Link to a product or company's website and receive a commission



What's the Difference Between Pasture-Raised and Free-Range Eggs?

How hens are cared for can influence their eggs' nutritional content and environmental impact.



By Toby Amidor, Contributor July 25, 2016, at 11:16 a.m.

WHEN IT COMES TO EGGS, market shelves are filled with terms like "cage-free" and "free-range." But the term "pasture-raised" is relatively new and many health professionals – not to mention, consumers – confuse the term with others. Even more confusing is the fact that the level of animal care among pasture-raised hens can differ between farms.

[See: 8 Great Farmers Markets.]

"Consumers are increasingly skeptical of 'marketing terms' that bear little relation to the realities of how the eggs are farmed, and rightly so," says Jeff Hinds, vice president of quality assurance, compliance and food safety at Vital Farms, where I recently – full disclosure – went on a sponsored tour. Here's what I learned about which terms mean what:



The Sustainability of Alaska Seafood



food network's
healthy^eeats™

By: Toby Amidor, M.S., R.D., C.D.N.

The 2015 dietary guidelines stress the importance of fish consumption, but there are still misconceptions swirling around about the seafood industry. What exactly is farm-to-table seafood, and is it sustainable? I had the opportunity to learn firsthand about the Alaska seafood industry by taking a sponsored tour of the breathtaking state and even getting on a fishing boat to catch my own fish.





Skyr Yogurt: My New Favorite Addition to the Yogurt Aisle

This post was created in partnership with Light & Fit®. I have been compensated for my time commitment. However, my opinions are entirely my own and I have not been paid to publish positive comments.

Feeding Infants and Toddlers: The Latest Recommendations



Posted at 12:49h in Food Facts, Healthy Eating, Nutrition & Health. Recipes by Toby Amidor · 0 Comments



tobyamidor Edit Profile Refresh

2,137 posts · 4,777 followers · 974 following

tobyamidor
 Public Figure
 🏆 Award-Winning media RD
 📖 WSJ bestselling author of 8 cookbooks
 📖 The Family Immunity Cookbook (10/21)
 🥗 Nutrition expert #FoodNetwork
 🧡 Mom of 🧒🧒🧒🧒
linktr.ee/tobyamidor



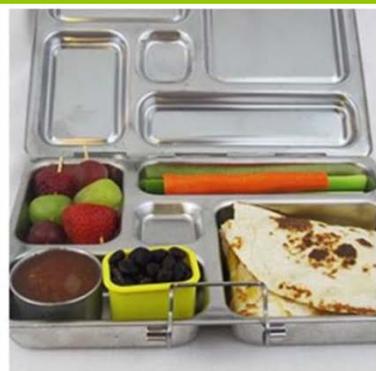
tobyamidor
 🤝 Partnership with [beefitswhatsfordinner](#)

tobyamidor #SPONSORED For the first time EVER, the 2020-2025 Dietary Guidelines for Americans released recommendations on how to feed babies and toddlers. Throughout the first year of life babies' transition from liquid pureed foods to table foods—it's an amazing process!

In the first 2 years of life there are also nutrients of concern for your baby. Feeding them the right complementary foods can help close the nutrient gap and make sure your baby is well nourished.

You'll find all this helpful info in my latest blog, PLUS toddler friendly

This post is in collaboration with [Beef. It's What's for Dinner.](#), managed by NCBA, on behalf of the Beef Checkoff. All opinions are my own.



tobyamidor



tobyamidor #sponsored It's time to get back to school and start packing lunches! When putting together my kids lunchboxes, I always keep in mind the flavor, nutrition and eye appeal 👁️ (kids do eat with their eyes!). I also include dairy foods 🧀 which provides protein and calcium kids need to fuel growing bodies. Here are three lunch box ideas you can whip up for your kids. (Link to post in bio) @americandairyne .



🎁 GIVEAWAY TIME 🎁 You can also enter to win the @cabotcheese Gift basket with the cheese slices I used in these lunch boxes. To do so, tag 2 people in the comments below. Check out the blog post for more ways to



Liked by genkinutrition and 101 others

SEPTEMBER 7, 2018



tobyamidor

Paid partnership with rdtelevision



tobyamidor Getting ready to talk breakfast and snacks on @wtmh8 CT Style @teresadu4 with @lightandfit Icelandic Style Skyr Yogurt, @rwgarciasnacks Big Bag Tortilla Chips and @leekumkeesa Pure Sesame Oil @rdtelevision #sponsoredsegment

3d



lazalacarmen 🍪🍪🍪🍪



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View replies (1)



50

WEBSITE DISCLOSURE POLICY

Site Intent

The information on this site represents the | MS, RDN, CDN. It is not meant to be used for treatment. For such purposes, please consult a nutritionist.

Jessica Levinson
REGISTERED DIETITIAN & CULINARY NUTRITION EXPERT

Brand Affiliations and Relationships

As a culinary nutrition and communications consultant for food and health Jessica Levinson, MS, RDN, CDN provides services to companies and organizations with her philosophy on food and healthy living. She accepts payment for

Samples and Sponsorship

In keeping with industry practice and guidelines established by the Federation Jessica Levinson, MS, RDN, CDN believes that consumers of her material transparency regarding her relationships with food companies, organizations

Advertising

Jessica is a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for sites to earn advertising fees by advertising and linking to Amazon.com and affiliated sites. Affiliate links will be disclosed in blog posts that contain them, and Jessica only receive a commission if you click and purchase an item via the link she provides.



CODE OF ETHICS: PRINCIPLE 2D

INTELLECTUAL PROPERTY

“Nutrition and dietetics practitioners shall respect intellectual property rights, including citation and recognition of ideas and work of others, regardless of the medium (e.g. written, oral, electronic)”

INTELLECTUAL PROPERTY

- Respect copyright laws when creating and sharing content.
- Be familiar with Fair Use (www.copyright.gov) and Creative Commons (www.creativecommons.org) when sharing content created by others.
- Do not use online photos or repost articles without permission.
- Consistently cite sources and provide appropriate credit



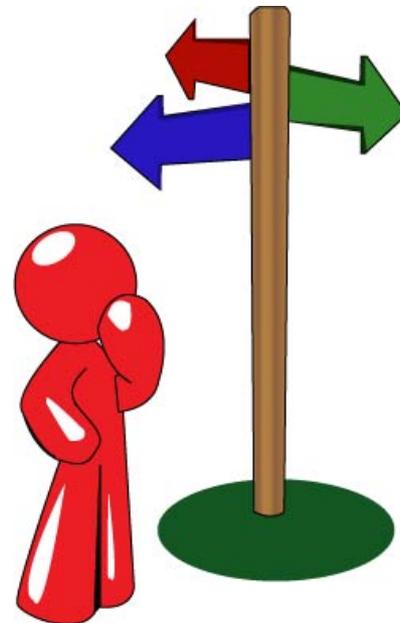
PERSONAL CONDUCT

- Avoid unprofessional, offensive, and inappropriate behavior in private settings that can be made public via social media.
- Refrain from cyber-bullying or threatening others on social media channels.
- Avoid defaming the reputation of a colleague or other health care professional.
- Refer to employer's social media policies for direction.

Honesty
Self-Control
Excellence
Respect
Responsibility
Courteous

NEXT TIME YOU COME TO A CROSS-ROAD.....

...think about the ethical implications and guidelines to help guide you



**Never give in, never give in,
never, never, never, never ---
in nothing, great or small,
large or petty ---
never give in
except to convictions of honour
and good sense!**

---Winston S Churchill

QUESTIONS?

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