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NEW SURVEY: DIETITIANS TRUMP INTERNET AND CELEBRITIES FOR NUTRITION ADVICE

Despite an overload of nutrition information from the internet, social media, celebrities and wellness gurus, a new survey shows most Australians strongly back the advice of a qualified nutrition professional.

The Omnipoll survey of more than 1,200 adults found almost nine in 10 Australians (85%) trust the nutrition advice of a dietitian¹.

The first-of-its-kind survey revealed just 27 per cent trust nutrition advice from the internet, and less than one in four have confidence in the nutrition advice of healthy eating bloggers (23%) and TV chefs (22%).

“The current digital age means that, when we have a question on nutrition, a mosh pit of information is available at our fingertips. So, it’s not surprising that figuring out what to eat has never been more complex or confusing,” said Professor Clare Collins, an Accredited Practising Dietitian.

But according to this latest survey, Australians trust that expert guidance can make all the difference.

“Because Accredited Practising Dietitians have a scientific qualification, it reassures people that they have spent a lot of time - in fact, at least four years at university - studying nutrition science.

“This gives them a solid grounding in evaluating scientific research and using their skills to translate the research into advice tailored to each individual.

“You need to be cautious about nutrition advice found online, including from celebrities or wellness gurus who don’t have a qualification in nutrition science. Instead, check any nutrition claims with a health professional,” said Prof Collins.

Hundreds of dietitians across the country will join forces to launch Australia’s first Smart Eating Week, from 12-18 February, which celebrates the role Accredited Practising Dietitians play in inspiring and supporting Australians to live healthier lives.

Many dietitians specialise in an area of nutrition, such as gut health, allergies or intolerances, mental health, eating disorders, heart disease, diabetes management, cancer care, and paediatrics, so can offer up-to-date and trustworthy advice and support.

“Let’s face it, because we’re all unique, with our own health challenges, goals, and lifestyle, ‘smart eating’ will mean different things to different people, and how we go about achieving it will be different too. When it comes to getting the best nutrition advice, turn to an Accredited Practising Dietitian,” said Prof Collins.

More on Smart Eating Week, and how to ‘Find an Accredited Practising Dietitian’, at daa.asn.au/smart-eating-week/ ENDS

For further information or to organise an interview with Clare Collins, contact Maree Hall (Mon-Wed) 0408 482 581 or Sally Moloney (Thurs & Fri) 0428 916 425.

Omnipoll survey: Trust in sources of advice on diet and nutrition

People have the greater trust in advice provided by health professionals, most particularly doctors (89%), dietitians (85%), nurses (69%), and pharmacists (67%).

At the other extreme, trust is lowest for the internet (27%), healthy eating bloggers (23%), TV chefs (22%) and the media (20%).

In the middle sits trust in diet and nutrition advice from personal trainers/fitness instructors (51%), naturopaths (45%) and family and friends (44%).

Facts about Australian Accredited Practising Dietitians

Australia's more than 5,500 dietitians work in a range of areas, including hospitals (36%), community settings (9%), private practice (31%), universities (6%), government (4%), non-government organisations (5%) and the corporate sector (5%).

But what all Accredited Practising Dietitians have in common is:

- University degree in nutrition and dietetics
- Advice based on scientific evidence
- Stay up-to-date through continuing professional development
- Adhere to a Code of Conduct and Statement of Ethical Practice.

Accredited Practising Dietitians are uniquely qualified to provide practical, evidence-based, and personalised nutrition advice and support to help Australians achieve their nutrition goals.

About Smart Eating Week (12-18 February 2018)

Smart Eating Week is run by Accredited Practising Dietitians, and supported by the Dietitians Association of Australia. It falls at an ideal time, with the start of a New Year inspiring many Australians to live healthier lives, including through smart eating. Smart Eating Week is an opportunity for Australians to connect with their local Accredited Practising Dietitian, and get involved in one of the hundreds of Smart Eating Week initiatives. More on Smart Eating Week, and how to 'Find an Accredited Practising Dietitian', at daa.asn.au/smart-eating-week/ And follow #SmartEatingWeek.

ⁱ Omnipoll survey (September 2017) of 1,225 Australians aged 18+ years, commissioned by the Dietitians Association of Australia.