

Wondering how you can combat diet misinformation at this time of year?

BDA
...

#SayNoToFads

Always be extra critical when you see #Ad and dig into the evidence they provide



Report any ads that don't reflect the evidence-base to the ASA for investigation

- Does the evidence look robust? Testimonials alone aren't sufficient
- Are they making realistic claims?
- Are they being responsible to consumers and society? E.g. are they promoting an unhealthy body image or exploiting insecurities?
- Are the diets nutritionally well-balanced?



Share BDA resources including the Fad Diet Food Fact Sheet



Write Letters to Editors if you spot misleading info in the media



If you see an unregistered person claiming to be a dietitian, raise a concern with the HCPC



Be careful not to over-simplify your message especially using Twitter where your characters are limited



Place a disclaimer on your social media accounts about the scope of your nutrition news and tips, so it can't be misinterpreted as individual health or medical advice



Report any offending social posts by others to the platforms directly



Flood the internet with positive messages about food

Support your patients by saying New Year – New You – No THANK YOU!