

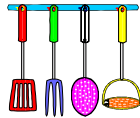
**Kansas Nutrition Council (KNC)** is a nonprofit organization dedicated to providing structure and leadership for linking Kansas professionals in nutrition and related fields.

**Benefits of Membership:**

- KNC Newsletter including nutrition education resources
- Membership Directory
- Networking Opportunities
- Leadership opportunities

**Conference Registration:** \$85.00, due by March 31

**Mail to:** Sandy Perkins  
Nutrition & WIC Services  
1000 SW Jackson, Suite 220  
Topeka, KS 66612-1274



**Grand Prairie Hotel Room: \$81.00 KNC Conference Rate**

Call 620-669-9311 or 800-362-5018 to reserve your room

**Conference Contact information:**

Janet Splitter at 620-792-1241 or email: janet\_splitter@hotmail.com

**CEU Information:**

Application has been made for 6 CEUs for Thursday from Kansas Dietitian Licensure, Dietetic Registration, American Association of Family and Consumer Sciences, School Nutrition Association of Kansas, Certified Dietary Manager and Kansas Nurses Association.

**Western Kansas District Dietetics Association** Annual Meeting in conjunction with the KNC Annual Conference.

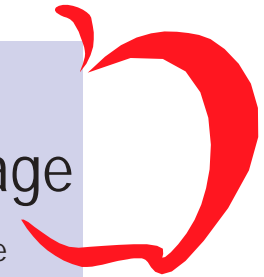
**Conference Learning Objectives:**

*Crafting Your Nutrition Message* is dedicated to assisting nutrition professionals in their ability to:

- Target the “nutritional gatekeepers” with messages that influence eating habits in the family.
- Use in-store grocery symbols as a means to help food consumers choose a healthy diet.
- Learn techniques to develop nutrition resources for the web, print media and food demonstrations.
- Understand health literacy, health numeracy and acculturation as a component of the nutrition message.

## Crafting Your Nutrition Message

...tools for an effective message



**Thursday, April 16, 2009**

**Grand Prairie Hotel & Convention Center**  
1400 N. Lorraine (off of Hwy 61)  
Hutchinson, KS  
620-669-9311 800-362-5018

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**Wednesday, April 15, 2009**

**Hutchinson Food Industry Pre-Conference Tour**  
**CHS Foods** (soy products and Curley's BBQ Sauce)  
**Dillons warehouse**(see banana ripening room, milk cartons formed and filled simultaneously)

**1:45 pm** Join other KNC members at the Grand Prairie Hotel lobby to carpool to the tour.

**5:30 pm KNC Board meeting and Dinner**  
Anchor Inn, 126 S. Main 620-669-0311

**7:00 pm Three Desserts Demo and Tasting**  
**by Deb Nikkel at Apron Strings,**  
*Today's kitchen store with ties to the past, 201 S. Main.*  
\$10.00, 1 CEU. Limited to the first 30 to sign up





## Thursday, April 16

7:30 am Registration & Continental Breakfast

8:00 am Welcome

### 8:15 - 9:45 am Targeting Your Nutrition Message to Enhance Consumers' Health



Wendy Reinhardt Kapsak, MS, RD

Director Health & Nutrition, International Food Information Council (IFIC)

*Have you ever wondered what's on the minds of consumers as they shop in the grocery store? You will gain insights into how consumers view their own diets, their efforts to improve them, and their understanding of the components they incorporate into their diets.*

### 9:55 - 10:25 am Exhibits and Posters

### 10:30 am Delivering Health and Wellness to Consumers

Robert Earl, MPH, RD

Vice-President of Science Policy, Nutrition & Health Grocery Manufacturers Association



*You will learn how in-store marketing by food manufacturers and retailers influence consumers purchasing decision. The Take a Peak, from the food, and beverage companies, will incrementally transition Americans' diets closer to the 2005 Dietary Guidelines.*

### 12:00 Lunch and Business Meeting

### 1:15 - 2:30 pm Break-out Sessions

#### 1. Tools for Nutrition Teaching on the Web

Alice Henneman, MS, RD

Extension Educator, University of Nebraska-Lincoln in Lancaster County  
*Put educational materials on the Web without waiting for that grant, extra staff member or marketing person. Re-tool and recycle materials used in your hands-on community presentations for Web-based presentations. Plus, receive tips for how to do this when you already have several other responsibilities.*



#### 2. How to Roast a Peacock: A Recipe for Good Food Writing

Jane P. Marshall, *Food Journalist*

Instructor in the Department of Hospitality Management & Dietetics at Kansas State University

*Learn how to communicate food and nutrition messages for media resources that resonate with consumers. Clear and concise communication strategies that clarify the benefits of foods can increase the likelihood of a consumer trying the food to improve their health.*

### 3. Recipe for Successful Presentations

Jan Stephens, Multi-Co. Extension Specialist

Greenwood & Wilson Counties, Rolling Prairie Extension District

*Learn to use food demonstrations with various resources and fun props as an effective tool to deliver the nutrition message. Add a dash of enthusiasm and you will have visual learners carrying a clear nutrition message home.*



### 4. Challenges of Delivering the Message to Non-English Speaking People

Mary Medina, ARNP, MSN

Advanced Practice Nurse Heart Failure Program, Via Christi Regional Medical Center, Wichita

*Imagine not speaking the language or understanding how the food guide pyramid works or being from a different cultural background. This session will provide background theories and tools for teaching and helping non-English speaking people grasp the nutrition message.*



### 5. Health Literacy and Numeracy for Clear Communication

David Day, EdS, MPAS, PA-C

Assistant Professor, Physician Assistant Program, Wichita State University.  
*Poor literacy and numeracy skills are correlated with difficulty in understanding how to read and interpret food labels. Learn to use teaching techniques such as "teach back" to check for understanding and a "storying" approach to convey the essential message.*



### 2:35 - 3:05 Exhibits and Posters

### 3:15 - 4:30 Repeat Break-out sessions

### 4:30 - 4:45 Complete Evaluations and Adjourn

### 6:00 pm KNC and KDA Joint Event

