

NUTRITION BITS AND BITES

Food Marketing and Social Media Influences



Things to Consider When Seeing Products Promoted By an Influencer:

1. Does the influencer get a commission from sales of the product?
2. What are the influencer's credentials to be promoting the product?
3. Does the product website mainly advertise testimonials?
4. Does the product promise fast results? Is it too good to be true?
5. What is the research behind the product?

Social Media and Nutrition: What Are the Red Flags?

Whether you're scrolling through Instagram, making a post on Twitter, or sitting through an ad on a YouTube video, social media outlets are trying to promote products to you. Multiple times a day we are exposed to ads promoting different food products, or articles advertising the benefits or dangers of certain foods and dieting trends.

Seeing celebrities and influencers promote products can make them seem more appealing and draw you in to buying the product being advertised. Before you spend your hard-earned money on an advertised product, there are a few things to stop and really think about before opening your wallet:

- Scientific technology and methods are always advancing
 - Be sure to look at the most up-to-date information
 - Be cautious of older food claims that may now be outdated or disproven
- Scientific information may be lost in translation when shared on social media, or may be misunderstood by the person advertising the product
- What may work for one person may not work for someone else
 - When someone makes a claim about a food or diet, be sure to remember that nutrition is individualized and varies from person to person

Overnight Apple Pie Oatmeal

Ingredients:

3/4 cup plain yogurt
1/4 cup milk
1 tsp pure maple syrup
1/2 tsp vanilla
1/4 tsp ground cinnamon
1 apple, cored and finely diced
1/2 cup large flake oats

Instructions:

Step 1: In a bowl, whisk together yogurt, milk, maple syrup, vanilla and cinnamon.

Step 2: Stir in apple and oats until well combined.

Step 3: Cover and refrigerate overnight.

Dietitian Tip: Bump up the fibre and healthy fats by adding 1 tsp of hemp hearts, chia seeds, or ground flax.



Get the kids involved by:

- Measuring the ingredients
- Mixing and stirring

**** Refer to the Allergy Newsletter (September issue) for substitution ideas.**

Where do I go if I have a nutrition-related question?

- Registered Dietitians (RD) are nutrition experts who can help you with individualized questions you may have
- Unbiased/non-sponsored nutrition and health websites such as www.unlockfood.ca
- Government health agencies such as Health Canada, the Canadian Food Inspection Agency, and Agriculture and Agri-Food Canada
- Health agencies such as Heart and Stroke Foundation of Canada or Diabetes Canada

For more information on nutrition and healthy eating, visit:

<https://www.southernhealth.ca/finding-care/health-info-for-you/nutrition-and-healthy-eating/>

To access previous school nutrition newsletters, visit:

<https://www.southernhealth.ca/whats-happening/nutritional-newsletters/>

Contact Dial-a-Dietitian 1-877-830-2892 Health Links 1-888-315-9257 Nutrition Services Team 1-204-856-2055

Created by Registered Dietitians from Southern Health-Santé Sud

May be photocopied in its entirety provided source is acknowledged.