

Recorded Webinar: Supermarket Nutrition: Promoting Health through Shopper Engagement

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Overview

*Suggested CDR Learning Codes: 7050, 7070, 7120, 7210; Level 2
Suggested CDR Performance Indicators: 11.1.5, 11.2.2, 11.4.1, 2.1.3*

Whether you are a dietitian working for a supermarket or a consultant trying to provide nutrition education in the local grocery store, developing skills to engage customers will be essential to your long-term success. Given the many programs and opportunities to promote health that are available through supermarkets, effective customer engagement can result in both increased shopper loyalty and improved shopper health.

This webinar will broadly cover the role of supermarket dietitians and will examine the skills and strategies that can stimulate customer engagement, as well as the role that customer engagement can play in promoting healthful purchasing decisions. Supermarket dietitians and dietitians seeking to use supermarkets as a resource will benefit from the material discussed in this session.

The live version of this webinar was presented by Barbara Ruhs, MS, RD, LDN, on **Wednesday, May 27, at 2 pm ET**. This recorded version is approved for **one hour of continuing education credit**. RDs should list code 175, Recorded Pre-Approved Self-Study Materials, for this activity type.

This complimentary 1-credit continuing education webinar is brought to you with support from Dr. Schär Institute.

Please note that Dr. Schär Institute provided financial support only and did not have input into the information provided in this course. The presenter of this course reports the following relevant disclosure: she is a consultant to Avocados from Mexico, National Beverage Corp., and Arla Dofino. View our disclosure policy.

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Learning Objectives

After attending this session, nutrition professionals should be better able to:

1. Review the varying roles and duties fulfilled by supermarket dietitians.
2. Define customer engagement and discuss why it is important for dietitians.
3. List 5 key customer engagement strategies for dietitians.

Course summary

Available credit:

- 1.00 CDR

Course opens: 05/29/2015
Course expires: 05/26/2016

Cost: \$0.00

Faculty



Accreditation



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