Nutrition Professionals: Working with Industry or Campaign Groups

AfN Registered Nutritionists and Registered Associate Nutritionists are highly qualified and skilled professionals whose expertise is valuable and perfectly placed to support industry/campaign groups and work with them to communicate nutrition science messages to the public. However when working with industry or campaign groups, nutrition professionals must be mindful that they hold a position of responsibility and influence. Care must therefore be taken to ensure any messages/posts they share do not contravene either regulations or the standards expected for professional conduct.

Registered Nutritionists or Registered Associate Nutritionists working with industry or campaign groups, particularly in the media, must:

- Be polite and respectful
- Reflect the balance of scientific evidence
- Be accurate and objective
- Prioritise public benefit over financial reward or incentive
- Avoid misleading advertising
- Clearly declare any links to organisations or products they are reviewing/promoting/critiquing
- Comply with relevant rules, regulations and guidance (e.g. Advertising Standards Authority/Code of Advertising Practice, Competition and Markets Authority, Nutrition & Health Claims regulations, Association for Nutrition)