

NUTRITION FAKE NEWS

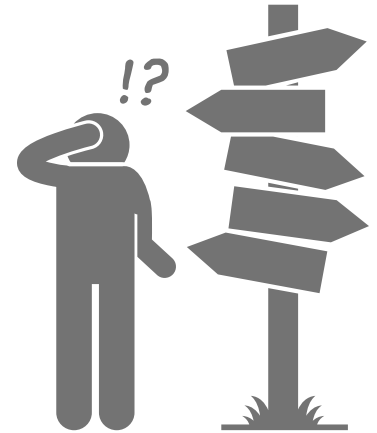
WHY IS IT A PROBLEM?

we live in an information jungle

incites anxiety, fear, self-doubt, apathy

we base important health decisions on misinformation

your best interests are not the priority



WHY DO WE FALL FOR IT?

we love to devour
information that
catches our
attention



we tend to seek
out the information
we want to find



HOW DOES IT DISGUISE ITSELF?

some toehold in the truth
just enough science jargon to sound credible
powerful anecdotes and testimonials
seductive language
presented by "experts"

FIVE QUESTIONS TO ASK YOURSELF WHEN CONSUMING NUTRITION NEWS

has the research been peer reviewed?

not a perfect process, but shows someone other than Dr. Oz scrutinized it

was the study conducted in humans?

studies done on rats or in a petri dish cannot be generalized to human health

are the findings causal?

does drinking coffee really cause heart disease?

what is the size of the effect?

a 50% increase in risk sounds like a big deal...no?

are the findings corroborated?

you mean that new study wasn't proof that potatoes are evil?

remember...

what we know about human nutrition isn't changing nearly as quickly as it seems

nutrition fake news creates the illusion there is something new to know

the basics of good nutrition have been known to us for a while, and are not likely to change