

WAND Professional Development Student Member Opportunities: Nutrition and Media Project

Project Overview: the Nutrition and Media Project prepares students for the job market by strengthening essential skills in communication, leadership, and professionalism, key dietetics competencies outlined by ACEND. Through the creation of high-quality, evidence-based digital and written content, students will gain practical experience in translating nutrition science for public and professional audiences. The project also offers flexibility and choice, allowing students to tailor their work to align with their interests, career goals, and preferred media formats.

Project Purpose: This project provides students with an opportunity to develop their professional identity while contributing to a statewide organization through the creation of timely, evidence-based, and engaging digital content.

By directing attention toward student members while still in their academic programs, through diverse forms of digital creation such as audio stories, social media marketing, and other multimedia initiatives, the project promotes meaningful professional connections between WAND and its emerging members. This early engagement helps strengthen long-term involvement as students transition into their professional roles.

Through this project, students demonstrate leadership, communication, and collaboration skills by designing and implementing projects that address current health issues and the nutrition needs of both local and national communities. The project also aligns with core dietetics education competencies, supporting students in meeting professional standards for practice, public health engagement, and effective nutrition communication.

Suggested competencies (examples):

Demonstrate professional written and oral communication skills in practice and leadership contexts.

Employ advanced communication and education strategies for diverse audiences and settings.

Advocate for nutrition and dietetics through leadership and collaboration with community and professional organizations.

Advocate for and participate in nutrition and dietetics policy and community initiatives.

Actively contribute to nutrition and dietetics professional and community organizations.

Engage in activities that promote the profession of nutrition and dietetics.

Participate in a nutrition and dietetics professional organization and explain the significant role of the organization.

The Nutrition and Media Project provides students with choice and flexibility, allowing them to explore their personal and professional interests while meeting dietetics competencies related to communication, leadership, cultural awareness, and professional development. Through creative media design and collaboration with a statewide organization, students will apply evidence-based nutrition knowledge to engage diverse audiences and address relevant nutrition and public health issues.

Students will select one of the following project options:

1. Trending Now: Social Media Campaign Students will develop a strategic content plan focused on a specific nutrition topic or policy issue. The campaign will consist of a series of social media posts (number to be determined by instructor) grounded in evidence-based information from credible sources. Example: A series of posts for Eating Disorder Awareness Week highlighting awareness, treatment, and support resources.

Formatted for Instagram

Upload a photo with a width of at least 1080 pixels with an aspect ratio between 1.91:1 and 3:4.

File type: JPEG, JPG, or PNG

Resources:

[Image resolution of photos you share on Instagram | Instagram Help Center](#)

2. Sound Bytes: Audio Project Students will produce a nutrition or food-focused audio story or series, ideally featuring content that is culturally or regionally relevant to Wisconsin. Projects may include interviews with local community members, discussions of nutrition stories, or culturally significant food traditions. Finished projects may be shared through social media, podcasts, or published articles/blogs in the WAND Quarterly Digizine.

File type: YouTube or mP4 audio file.

Resources:

[Audacity 101](#)

[How to Use Riverside and Spotify for Podcasters](#)

[How to Use Youtube Studio](#)

3. Food for Thought: Cultural Recipe or Blog Feature Students will create a culturally inspired recipe, nutrition blog, or reflective piece on food traditions for publication in the WAND Quarterly Digizine. The focus should highlight cultural connections to nutrition, food sustainability, or community health.

File type: Pdf or word document.

4. Nutrition Perspectives: Professional Writing Project Students will write an article tailored for the WAND Quarterly Digizine's professional audience. Topics should reflect current nutrition issues, policy updates, or best practices in dietetics, supported by credible evidence and professional insight.

File type: Pdf or word document.

5. Future in Focus: Nutrition Career Outreach Video

Students will design a short-form video aimed at increasing awareness and interest in nutrition and dietetics careers among high school students and/or community youth organizations. The project emphasizes creative marketing, audience engagement, and clear communication to inspire the next generation to explore helping professions, and specifically nutrition and dietetics.

Students will develop a recruitment-focused video that highlights the value of nutrition professionals, introduces diverse career pathways, and demonstrates the personal and community impact of the field. This may include persona-based skits, storytelling, or other videos designed to connect with a teen audience.

The final product should be appropriate for sharing across platforms such as Instagram Reels or YouTube Shorts and reflect professionalism, accuracy, and creativity.

File type: YouTube Short or Instagram Reel (created on Canva)

Audience: Community organizations (Girl Scouts, Boys & Girls Club, YMCA, local recreation centers, grade school career days) and high schools.

Suggested themes:

- Exploring career pathways in nutrition and dietetics
- Inspiring young audiences to join helping professions
- Promoting leadership, empathy, and public health impact

Resources:

[How to Create Short-Form Video in Canva](#)

[Cult of Pedagogy: Magic Elevator](#)

Which Option Fits You Best?

If you're a creative and social person who enjoys visual storytelling and engaging with current trends, you might want to work on the Trending Now: Social Media Campaign. This option lets you design impactful messages that connect nutrition science with real-world conversations.

If you're a reflective and curious person who loves listening, storytelling, and exploring the human side of food, you might want to create a Sound Bytes: Audio Project. This format allows you to amplify local voices and share meaningful nutrition stories in an accessible way.

If you're a culturally minded and food-focused person who enjoys recipe creation, cultural traditions, and writing about food experiences, you might want to choose Food for Thought: Cultural Recipe or Blog Feature.

If you're an analytical and evidence-driven person who likes to communicate research, policy, or professional insights, you might want to write a Nutrition Perspectives Professional Article for the WAND Quarterly Digizine.

If you're an outgoing and innovative communicator who enjoys connecting with others through video and social media, you might want to create a Future in Focus: Nutrition Career Outreach Video. This project is perfect for students interested in marketing, leadership, and youth engagement. You'll design short-form video content that inspires high school students to explore nutrition and dietetics careers, highlighting the impact and variety of helping professions.

**Please note: these projects are flexible and can be adapted to fit your course objectives. They may also be offered as volunteer opportunities.*