

Hi, I'm Janet Helm

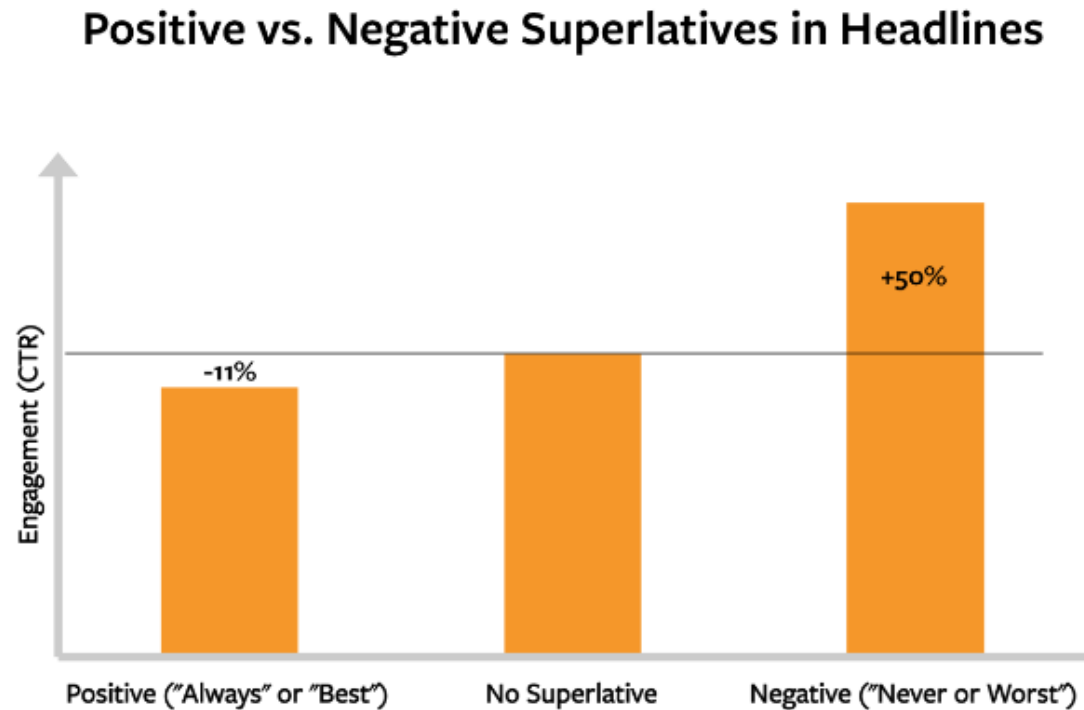
I'm a writer, registered dietitian, nutrition communications consultant and mom of twins. My passion is translating nutrition science into intelligible words – and healthy food choices. I want to help people make sense of nutrition news. I don't think it needs to be complicated or confusing. I'm a former media spokesperson for the Academy of Nutrition and Dietetics and have discussed the latest hot topics on nutrition on various TV outlets, including Good Morning America, Today, ABC News and CNN. I previously lived in New York, where I taught nutrition education at New York University.

I now live in Chicago, where I've been a frequent contributor to the *Chicago Tribune*. I recently wrote my first book with the editors of *Cooking Light* magazine, *The Food Lover's Healthy Habits Cookbook*. I hope you'll check it out! It's based on the 12 healthy habits series in the magazine. To help people find trusted nutrition information online, I created the *Nutrition Blog Network*, an aggregator of 800+ blogs written by registered dietitians. To help illustrate how taste and health can beautifully and successfully co-exist, I created *Healthy Aperture* with fellow dietitian and blogger *Regan Jones*. This is the first online food photo gallery focused on healthy food, created and curated by registered dietitians. I write a *Trend Spotlight* column for Healthy Aperture. Look for Nutrition Blog Network and Healthy Aperture on Facebook and Twitter. I'm also a blogger for *U.S. News & World Report*. Hope you'll check out my articles for the *Eat + Run* blog.



NUTRITION HAS BECOME CLICKBAIT

Negative
headlines:
69%
higher
average click-
through rates



“Worst foods
you should
never eat...”



Eat + Run

Now serving fresh diet and fitness advice.



Negative Nutrition Headlines That Make One Dietitian Cringe

These examples evoke fear – which is one reason you should tune them out.



Which nutrition headlines agitate you the most?

By Janet Helm

Oct. 6, 2015 | 7:00 a.m. EDT



+ More

CONFLICT DRIVES STORYTELLING



SEPTEMBER 2, 2002

www.time.com AOL Keyword: TIME



The Sopranos: Our Sneak Preview ■ Iraq and al-Qaeda

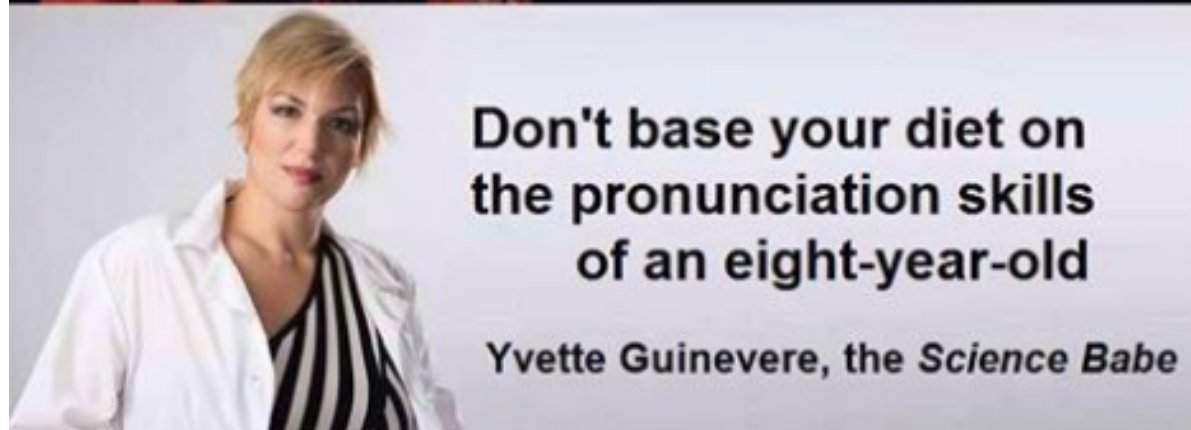
TIME

WHAT **REALLY** MAKES YOU FAT?



The latest science
on how your body
handles **CARBS vs. FATS**

RISE OF CITIZEN SCIENTISTS





EAT LIKE ME,
LOOK LIKE ME

CONSUMERS SEEK OWN SOLUTIONS

FOOD BUSINESS NEWS®

Food tribes driving 'food revolution'

9/29/2015 - by Monica Watrous

Share This:



Search for similar articles by keyword: [\[Consumers\]](#)



BALTIMORE — Don't ignore the Paleo crowd. Though a small portion of the population, those who follow the caveman-inspired diet — or a vegan or gluten-free diet, for that matter — are an important source of innovation and inspiration to food manufacturers.

"They're a relatively small group of people, but we think they are indicative of larger consumer values," said Jenna Blumenfeld, senior food editor for New Hope Natural Media, during a presentation at Natural Products Expo East. "A lot of retailers have special sections in their stores that cater just to gluten-free or vegan eaters. We love to research food tribes because it goes beyond what we eat. It's also about your identity."

SHOUTS & MURMURS | APRIL 27, 2015 ISSUE

DR. ME

BY PATRICIA MARX

THE NEW YORKER



ILLUSTRATION BY BRIAN REA

Am I sitting down? I have some bad news to break to me. A lot of doctors would have texted, but I wanted to tell me this in person. This case wasn't easy to diagnose, even for someone like me, who graduated from med school (WebMD Online University, '11). But first I'm going to have to ask me some questions. Do I take any medications—other than Splenda, of course? Has anything changed since I saw me during my last visit, this

A portrait of Amy Poehler with blonde wavy hair, wearing a white beaded headband and a white ruffled top. She is blowing a large pink bubble. The background is a solid pink color with a white diagonal stripe in the top left corner.

“The talking
about the thing
isn’t the thing.
The doing of
the thing is the
thing.”

AMY POEHLER

YES PLEASE