

Global webinar

***Combating nutrition misinformation: a continuous challenge***

22<sup>nd</sup> September 2022

Nutrition is a hot topic that is often a source of debate. Consumers are exposed to a plethora of information on nutrition via the Internet, television shows, friends, influencers, books, to name a few. Without formal nutritional education it is not always easy to distinguish facts from misinformation. How can you, as a nutrition and health professional, educate your clients/patients on what information to believe? How can you still provide impactful advice to clients/patients when they are convinced fake information is true? How can you portray yourself as a credible source of information?

One of the world's top sports nutritionists and exercise physiologist, Professor Asker Jeukendrup, will explore these questions in the webinar. Asker often encounters misinformation on sports nutrition and has made it his mission to combat misinformation and pseudoscience. With years of experience under his belt, Asker is an invaluable source of practical advice and apt presenter for this webinar.

Who? Nutrition, health and medical professionals

Costs? This webinar is provided free of charge by FrieslandCampina Institute

Language? English

Duration? 45 minutes presentation followed by 45 minutes Q&A

Accreditation? Requested from ADAP for Dutch dietitians and Kabiz for lifestyle coaches.

Webinar start time according to your location:

- 13:00 – 14:30 (UK and NG)
- 14:00 – 15.30 (NL and BE)
- 19:00 – 20:30 (ID and VN)
- 20:00 – 21:30 (CN, HK, MY and SG)
- For other locations, check the time here

This webinar will provide insights and practical advices on how to:

- educate clients or patients to distinguish nutrition facts from misinformation: identify misinformation and red flags
- educate clients or patients to correctly interpret nutrition information and identify credible information sources
- communicate effectively with clients/patients to deliver accurate nutrition information



### About the speaker

Professor Asker Jeukendrup is one of the world's leading sports nutritionists and exercise physiologist who spent most of his career as a professor at the University of Birmingham (UK) (sports sciences). He was the Global Senior Director of the Gatorade Sports Science Institute and is currently director of his own performance consulting business "Mysportscience", and co-founder and CEO of a Nutrition Planning software business ([fuelthecore.com](http://fuelthecore.com)) as well as a visiting professor at Loughborough University. Asker is also Performance Manager Nutrition for the Dutch Olympic team and Head performance Nutrition for the Jumbo Visma Pro cycling team, The Red Bull Athlete Performance Centre, Red Bull Salzburg and PSV Eindhoven. He is the teacher of the FC Barcelona Advanced Sports Nutrition course.

In his academic career Asker authored 10 books and over 200 research papers and book chapters. In addition to this he worked with Olympic and World champions, Tour de France cyclists, Champions league football teams, and other elite athletes but he also worked extensively with recreational athletes. His mission, regardless of the level, is to use science to help athletes achieve their goals.

Asker practices what he preaches and is competing in Ironman distance triathlons as well as other endurance events. To date he completed 21 Ironman races including 6 time the Ironman world Championship in Hawaii. [www.mysportscience.com](http://www.mysportscience.com) (twitter @jeukendrup).