

THE GRAPEVINE

TEACHERS COLLEGE, COLUMBIA UNIVERSITY

Nutrition Education in a Changing World: Linking Research, Theory & Practice

Isobel Contento
May 21, 2021



Dr. Isobel Contento's Slide Deck

SPRING CONFERENCE 2021 RECAP

BY: THU THU MAY OO

On May 21, 2021, diverse communities of people from various fields of food and nutrition came together to celebrate and honor the lifetime achievements of Dr. Isobel Contento. Regardless of what professional stage you are in - from emeritus professors, well-seasoned dietitians, and public health professionals to alumni and students who have just started their career path in nutrition education like me - we have all been touched by Dr. Contento's grace, humility, intelligence, and wisdom in our academic and professional endeavors. From heartfelt speeches by Joan Gussow and President Bailey, to an in-depth review of Dr. Contento's

work in the field of nutrition, The Spring Conference dedicated five hours to celebrate the accomplishments of our beloved professor.

To me, this virtual celebration felt more like a family gathering than a formal occasion. Every minute of the event was filled with compliments and congratulatory messages for Dr. Contento. I was deluged in the wealth of kind and loving messages, bringing me the sense of belonging that I have been constantly seeking in the field of nutrition, especially in light of our virtual campus this past year. This is the true legacy of our honorable Mary Swartz Rose Professor, Dr. Contento.

Continued on page 4

In this issue...

Letter From the Editor
Page 2

**Fresh Off The Vine
Student Highlights**
Page 3

Spring Conference 2021 Recap
Page 4

**Personal Interview with Dr.
Contento**
Page 6

**What Running an Online Private
Practice Really Looks Like:
Tips from a Fellow Student**
Page 9

**French-American Aid for
Children: Smart Summer
Shopping and Cooking Webinar
Recap**
Page 12

**My Chef Experience at a NYC
Michelin Star Restaurant**
Page 14

**Recipe Corner: Summer's
Bounty**
Page 16

LETTER FROM THE EDITOR

Dear Students, Faculty, Alumni and Staff,

This Summer 2021 edition of our program's newspaper is, first and foremost, a dedication to the Grapevine's faculty advisor, beloved professor, and pioneer in the field of nutrition, Dr. Isobel Contento.

Dr. Contento has been a part of the Teacher's College, Columbia University community for over 40 years and has served as our Mary Swartz Rose Professor for the last 22 years. While we are sad to see her leave, we relish in our privilege to have been able to learn from her throughout the years. Though Dr. Contento may be retiring this fall, her legacy, spirit, and contribution to the nutrition community will continue to impact the many generations that walk through the doors of Teachers College.

On May 21st, alumni, faculty, and students came together to celebrate the achievements of Dr. Contento at the virtual Spring Conference. For those of you who may have missed this opportunity, in this issue, Thu Thu May Oo provides a detailed recap of the inspirational conference. Katie Baird also provides a more personal interview with Dr. Contento, where you can learn about her favorite hobbies and books, as well as her predictions for the future of dietetics. This issue will also highlight a webinar where newest Mary Swartz Rose professor, colleague of Dr. Contento, and mentor to many of the TC nutrition students, Dr. Koch was a guest speaker. Outside of these wonderful articles, this edition of the Grapevine is also packed with personal pieces from our students, such as YeaJin's experience working at a Michelin star restaurant and Abbie Stasior's advice on managing and running a private practice.

As my final semester as editor of the Grapevine, and as we say our farewells to Dr. Contento, this edition was a bit bittersweet to write. However, I am excited to pass the baton down to our incoming editor Thu Thu May Oo, and embark upon a new journey at TC's dietetic internship. I thank all the incredible writers that contributed to this edition and the previous ones, and thank the TC faculty for their constant support during this strenuous year. I wish everyone a lovely rest of their summer, and I look forward to seeing what the future of the TC nutrition community holds.



Amanda Wahlstedt

A handwritten signature in black ink that reads "Amanda Wahlstedt".

Editor-in-Chief

The Grapevine Staff

Editor

Amanda Wahlstedt

Nutrition & Public Health

Faculty Advisors

Randi L. Wolf

Associate Professor & Program Director

Isobel R. Contento

Professor

Contributing Writers

Thu Thu May Oo

Nutrition & Exercise Physiology

Kathryn Baird

Nutrition & Exercise Physiology

Abigail Stasior

Nutrition & Exercise Physiology

Teresa (Chong) Xu

Nutrition & Exercise Physiology

YeaJin Kim

Nutrition & Education

Valerie Charles

Nutrition & Exercise Physiology



Fresh Off the Vine: Events and Announcements

Passing the Baton: Sending a congratulations to the students that are coming into new leadership position this upcoming Fall 2022!

Grapevine Editor-in-Chief: Thu Thu May Oo (Thank you, Amanda Wahlstedt!)

Health Nuts Coordinator: Thanh Thanh Nguyen (Thank you, Camille Motte-Dit-Falisse!)

Student Mentor Coordinator: Tori Rinsem (Thank you, Suzanne Appel!)

Program in Nutrition Communications Coordinator: Jera Zhang (Thank you, Deborah Olarte!)

Social Media Coordinator: Emma Gangbar (Thank you, Lindsay Beck!)

NYCNEN Student Administrator: Teresa Xu (Thank you, Francesca Castro!)

Health Nuts Update: Thanks to everyone who attended our events over the past year. We look forward to welcoming Thanh Thanh as the new Health Nuts leader for the 2021-2022 school year! Please email us at healthnutsevents@gmail.com or Thanh Thanh directly at tn2423@tc.columbia.edu if you are interested in joining the Health Nuts Committee next year!

Announcements:

SNEB Annual Conference: The Society for Nutrition Education and Behaviors, of which Professor Pamela Koch is the president, is approaching! The conference will take place August 8th to 10th. Additionally, The Program in Nutrition has provided scholarships to 8 students to cover the registration to the SNEB conference. Keep an eye open for their summaries of the conference in the Fall 2021 Grapevine issue.

UN Food System Summit: The World Health Organization/Europe is organizing a summit in New York in September 2021 in conjunction with the United Nations General Assembly. The summit will recognize food environments as a major determinant for noncommunicable diseases, and call on governments to work with communities to lower the barrier to healthy, sustainable, and accessible food. For more information, read here: <https://www.euro.who.int/en/media-centre/events/events/2021/09/united-nations-food-systems-summit>

Classes will be held in person starting Fall 2021! To access campus, all students and faculty will need to be fully vaccinated against COVID-19.

A big congratulations to all those that graduated in the class of 2021! We wish you luck on your future endeavors, and welcome in the incoming class of 2023/24.

SUPPORT YOUR TC PEERS AND COMMUNITY

See below for a few ways that you can connect with and support your peers.

Katie Ippolito HITT and Yoga Classes:

Katie is teaching group fitness classes at McCarren Park, Williamsburg, Brooklyn. Classes are 45 minutes and usually begin at 7:45 am and 6 pm during the weekdays. Classes include:

- HIIT it and quit it: a total body high intensity interval training and strength workout
- Total Body Toning: a barre/yoga/Pilates fusion class
- Groove: dance cardio, toning, and a long stretch

First classes at \$8, and \$15 thereafter, with class packs of 5 priced at \$50. All levels are welcome. Modifications will be provided as well as ways to scale up. Both classes aim to enhance cardiovascular and muscular endurance, muscular and mental strength, flexibility, joint mobility. Her classes aim to foster community and positivity, so each client leaves feeling empowered and ready to conquer their day. Katie also offers personal training. Check out her instagram at @katieippo to learn more and request other class times, personal training, or updates on classes.

Have your own business or project that you would like to have featured? Email a description to grapevinetceditor@gmail.com

achieve your summer fitness goals... without breaking the bank.

small group fitness & personal training @mccarren park

hiit. strength. barre. yoga. taught by an experienced dancer/trainer

dm for details on ig: @katieippo

Spring Conference 2021 Recap: Continued

It lies in creating this global community of like-minded and compassionate people who are the building blocks of the Teachers College Program in Nutrition. As President Bailey noted, “Teachers College history is rooted in nutrition education (it is in our DNA)” - from the moment Professor Mary Swartz Rose pioneered the first university-based nutrition education program in 1909 to this day, the baton has been passed from one generation of nutrition educators to the next, all fostering the nutrition specialty, challenging the food system and making nutrition education accessible and representative of diverse communities all over the world. Although Dr. Contento will be retiring in the fall, her knowledge and influence in the field of nutrition will continue to impact future generations of health professionals and TC students, all working to create a healthier and more equitable society.

The Spring Conference opened with a speech by President Bailey. As President Bailey discussed the deep-rooted history of Teachers College Nutrition Program, he said that “Isobel led a seismic change in the field by introducing the behavioral focus on what we eat and why we eat to create the motivational and environmental conditions that encourage healthy eating.” Her outstanding commitments and achievements in academia have helped promote and build a healthier society. While I did not have a chance to meet Dr. Contento in person due to the COVID-19 pandemic

moving us online, I have still felt the positive impacts that she has had on individuals and global communities.

The Conference then moved into our own Professor Joan Gussow’s remarks, which introduced Dr. Contento’s personal history with Teachers College. In 1977, Joan Gussow, then chair of the Teachers College Program in Nutrition and true visionary in the field of nutrition, brought in Dr. Contento to the program when we needed her the most. Dr. Contento left her job on the West Coast and embarked on the

forward by linking research, theory and practice to help understand the behavioral aspects of nutrition and study factors influencing food choice, decision-making processes, and the impact of food systems on the environment. She is well-known for the development and publication of her remarkable textbook, *“Nutrition Education: Linking research, theory, and practice”*, now co-authored with Professor Pamela Koch. As Professor Gussow ended her tribute to her colleague and friend, she thanked Dr. Contento - “Thank you for agreeing to come East and for never failing to give us your best.”

Dr. Contento is also notable for the nutrition curricula she developed based on the interest of her students and her research on children. During the conference, we learned about different aspects of Dr. Contento’s work and studies as she took us on her professional journey to nutrition education in a changing world. Dr.

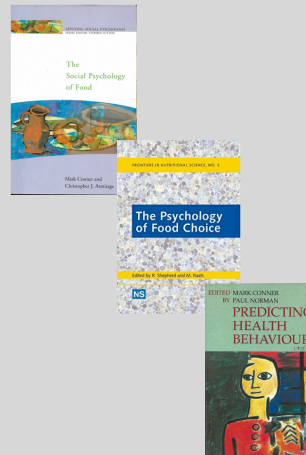
Contento initiated her research by exploring the processes of decision-making around food and nutrition, determinants of food choice, and the implications for nutrition education interventions. She then linked research and theory to practice by designing and implementing programs and advancing nutrition education with Dr. Pam Koch at home, and with collaborations around the world. As Dr. Contento explained, “in the 1970s, nutrition education was about promoting healthy eating behaviors” - it assumed that knowledge

Determinants of food choice

Need to think in terms of food choices and behaviors

We need to study

- what motivates people to make the **food choices** that they do; and
- what is the **process of change** in order that our nutrition education can be relevant to them and effective.



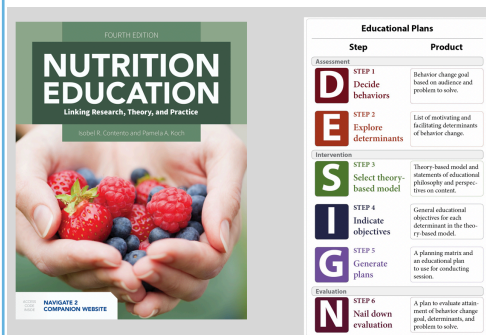
journey to the East, which welcomed her with freezing New York winters and challenges that the program was facing during that time. Nevertheless, Dr. Contento filled the gap graciously and started her career at Teachers College. She developed the literature analysis course, a still required class that is now taught by Dr. Randi Wolf. She then initiated the joint nutrition and exercise program, which has welcomed and educated hundreds of students from all over the world. Furthermore, Dr. Contento helped move the discipline of nutrition education

influenced the attitude of an individual and how they behaved and was thus concerned mostly with effective “education methods.” To investigate how people think about food and nutrition, Dr. Contento researched children’s cognitive development using a Piagetian analysis, a well established theory that suggests that children move through four stages of mental development. Dr. Contento’s research, “*Children’s Thinking about Food and Eating –A Piagetian-Based Study*” in 1981 and “*Spontaneous Classification of Foods by Elementary School-Aged Children*” with Dr. John Micheia in 1984, showed the power of activity-based and interactive nutrition-based teaching strategies for children, rather than information dissemination education. Furthermore, she researched and published additional papers that further examined optimal teaching strategies in the field of nutrition for adults. Her research found that “the cognitive approach was limited”, and that the “food environment and the health concerns were changing, thus calling on the need to emphasize behaviorally-focused interventions to increase nutrition education and improve health.” The research also illustrated the importance of knowing what motivates people to make certain food choices in

order to make nutrition education relevant and effective.

After analyzing more than 300 studies in an effort to identify the effective methods for nutrition education intervention, Dr. Contento concluded that “nutrition education is more likely to be effective if it:

1. focuses on behavior, actions or practices
2. addresses influences/ determinants (cognitive and affective) on behavior change
3. uses appropriate behavior change strategies and education principles
4. includes multiple levels of influence”



Nutrition Education Textbook and DESIGN procedure

These points are now the basis of nutrition education across our field.

As an advocate of a theory-based approach, Dr. Contento begs us to ask the question, “so, how do we use theory and research to increase nutrition education effectiveness?” As Dr. Contento stated in her book, “*Nutrition education: linking research, theory and practice*,” we use theory as a means “to help us understand how various influences on food-related behavior are related to, or predict, behavior or action or behavior change” whilst “research determines influences on why people eat what they eat and

which potential mediating variables lead to behavior change” (Contento, 2008). Through her multitude of well-analyzed scientific research, Dr. Contento developed a six-step procedural model to design theory-based nutrition education programs which nutrition educators use to plan the inputs, sessions for groups and environmental supports.

The Spring Conference concluded with speeches by alumni and respective mentees of Dr. Contento, along with our Professor Dr. Pamela Koch. Finally, we were all able to pay our respects and raise a glass to Dr. Contento’s lifetime of achievements.

Needless to say, Dr. Contento is well-respected around the world. Her remarkable work, publications, thousands of students she has mentored and this community she has built, are the emblem of her resilience, strong commitment, hard work, and most of all, her humility. As a daughter of missionaries, Dr. Contento spent her childhood in China and Singapore. She has also travelled the world. She received a bachelor’s degree from the University of Edinburgh in Scotland and an MA and PhD from the University of California, Berkeley. As a global scholar, she uses her well-rounded knowledge, explorations, and her lived experience to build meaningful relationships with her students and colleagues and make profound engagements with everybody she encounters. Little does she know, she has also touched my life well before I had met her. Growing up in Myanmar (Burma), I never knew nutrition education existed until I came to the United States at the age of 17

Thinking about foods and nutrition: a Piagetian analysis

Children’s Thinking about Food and Eating— A Piagetian-Based Study
Isobel Contento
JNE 1981; 21: 73-81



Spontaneous Classification of Foods by Elementary School-Aged Children

John L. Micheia, PhD
Isobel R. Contento, PhD

Health Educ Quarterly 1984; 11(1): 57-76

DESIGN: 115 children; 5-11 years; individual interviews; 71 foods to sort and name

Spring Conference 2021 Recap: Continued

to further my studies. I remember my very first time reading about the nutrition and its impact on health in Myanmar. It was not from the school textbook but from the very small section on the back page of the newspaper I came across when I was very young. I remember vividly how I saved my weekly allowance to buy the newspaper and read about nutrition. As you can imagine, nutrition education is non-existent in Myanmar. However, because of the hard work and dedication of nutrition educators like Dr. Contento, I am able to expand my interest in the study of nutrition and education. Because of the support and knowledge passed on by the experts, like Dr. Contento, alumni and students from all around the world are now utilizing the nutrition education they pursued at Teachers College to help promote a healthier society and make nutrition education more accessible. Even after her retirement, Dr. Contento will continue to support future generations of nutrition educators with the scholarship she generously founded, [Isobel Contento Endowed Scholarship](#) that will help students from low-income families like me. You can also contribute to [Isobel Contento Endowed Scholarship](#) to be part of Dr. Contento's great legacy.

“Isobel has given the program her intelligence, creativity and attention for 43 years.”, say Dr. Joan Gussow. Thank you, Dr. Isobel Contento for being such a dynamic trailblazer!

We all have the power to make a difference in the world, and Dr. Contento's life-long dedication is an example of that.

Collaborations around the world

Textbook users around the world



South Africa



Colombia



Philippines



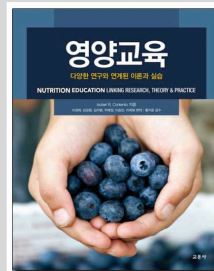
Lebanon



Portugal

Collaborations around the world

Translation into Korean



Dr Heewan Gray,
Dr. Kyung-ae Lee &
colleagues

Japanese and Korean colleagues at SNEB meeting



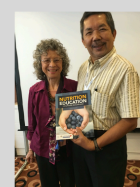
Chinese translation in
progress by Dr. Hsiao Liang Pai

Collaborations around the world

Workshops in Malaysia

2015: Pamela Koch

2016: Isobel Contento &
Marissa Burgermaster



Prof Wan Abdul Manan bin Wan Muda
Nutrition program graduate

PERSONAL INTERVIEW WITH DR. ISOBEL CONTENTO

BY KATHRYN BAIRD

This issue's interview is a tribute to a beloved, longtime Teacher's College professor and colleague, retiring from the faculty at the end of the year—Professor of Nutrition Education, Dr. Isobel Contento. Her marked legacy, contribution, and dedication to Teacher's College and the field of Nutrition Education is ever inspiring and transformational. From reminiscing about her experiences at Teachers College and offering her perspectives on the field of dietetics, to sharing personal interests and future plans, Dr. Contento provides wonderful insight, anecdotes, and words of encouragement for all her dear colleagues, students, and friends.



We heard quite a bit about your legacy and career during the Spring Conference, but for those who may have missed it, could you briefly explain how you became interested in the field of dietetics.

My initial degree was in microbiology with extensive background in biochemistry and nutrition and I thought I was going to be working in the public health field, but I ended up in an academic setting where the students were much more interested in nutrition. So, I ended up focusing on nutrition. From there, I became interested in the psychological and behavioral aspects of nutrition beyond the nutrition science aspects.

What have been a few of your highlights at Teachers College?

It is hard for me to think about the highlights- there are too many of them! I love what I do! Teachers College is an exciting place to be. It is a leader in so many aspects of nutrition. I could talk about the satisfactions I've had at Teachers College. The main satisfaction is that I am constantly learning as a faculty member – through preparing extensively for my courses, attending

conferences, reading journal articles, and reading student papers. It is the learning process for me that has been the most enjoyable because when I gather new information, I put it into action and into my courses.

The other satisfaction is working with my colleagues and students on research and other projects. My colleagues and I have worked together for a very long time and every interaction is a delight. We have conducted many research studies together and we have worked hard to create a truly outstanding nutrition program that addresses the needs of the students as well as the needs of society. I also enjoy working with students on their master's degree projects and on research projects with doctoral students.

What classes have you taught over the years and which has been your favorite to teach and why?

When I came to Teacher's College, I mostly taught the nutrition science courses such as Advanced Nutrition 1 and Advanced Nutrition 2. After three to four years, I slowly moved into nutrition education courses entirely. I greatly admire the people who do basic nutrition science research because we need the information they create for our work. But personally, I am more interested in working with people to help them eat more healthfully. At the beginning, my research focused on the cognitive aspects of nutrition because I understood that nutrition education should be developmentally appropriate, especially with children. Then I realized that the critical thinking and knowledge by itself was not going to change behavior so that is when I became more interested in the behavioral aspects.

Both *Food, Nutrition and Behavior* and *Strategies of Nutrition Education and Health Behavior Change* are my favorite courses. *Food, Nutrition, and Behavior* is broader in scope, and I like reflecting on and discussing the many factors influencing our food choices, from biological to psychological, social, and environmental. Student papers in the course are wonderful to read. I have been especially interested in the historical and cultural aspects of food and looking at the African American and Native American contributions to food, culture, and cuisine of America. I also love teaching the *Strategies* class because in it the students and I explore how best to apply the information from research and behavior change theory in actual youth and adult group settings. The presentations developed by students are so creative and amazing.

Personal Interview with Dr. Contento: Continued

How have you seen the field of dietetics evolve?

When I first started, most nutrition educators felt that it was most important to provide people with the information needed to eat better. However, the field has really come to see that our central job is to help people become inspired and empowered to take action. We do this by enhancing their motivation and providing the knowledge and skills and environmental supports needed to take action. It is very important not to blame individuals for their eating patterns when these are embedded in a food system that makes it so hard to eat healthfully.

Where do you see the field of dietetics going?

The field of dietetics has increasingly recognized that environmental support for healthful eating patterns is really important – involving a just and equitable food environment, appropriate resources, and advocacy. I think the challenge of the future is how best to focus on both the individual and environment. We need both an individual approach and an environmental approach that ensures that people have access to healthful and sustainably produced foods at a price they can afford. I think the field is also recognizing that almost all countries have a diversity of cultures living within its borders. Nutrition education thus needs to emphasize diversity and inclusion of peoples, foods, and cultures in all its activities. In this context, sometimes the kinds of educational resources that are needed for working with different cultures are not available. So not only do we need to be culturally competent as individuals, but we also must ensure that the materials we use and our policies and procedures are culturally competent and inclusive. We also have to recognize that the food system is not always just and not everybody gets the food that they deserve; so the field of dietetics needs to advocate for a just food system.

What are your plans for the future?

Well, with having been in the field and with the nutrition program for as long as I have, I am not going to just suddenly disappear! I am still going to be doing the Strategies class in the fall and maybe work with student master's projects in the spring of next year. And I will probably remain active in the Society of Nutrition Education and Behavior. BUT- it will be nice to not work 24/7! Other interests will no doubt appear.

What are your favorite foods? Hobbies? Books?

Food: I grew up in China and Southeast Asia, so I ate Chinese and Asian foods until I was 18. And I was also in Malaysia, so I ate a lot of Malaysian foods, curries, and rice. So, Asian foods were very dear to my heart. But I

am very flexible! I also like pasta dishes for the convenience factor. I like to try different kinds of food.

Hobbies: I love running. I used to do a lot more, but the pandemic made it difficult. I am hoping to get back to running more. I enjoy going to operas, concerts, ballets, and plays.

Books: I am very interested in history books, seeing the big picture and how the world works. Nutrition is embedded within this larger picture. How does behavior work? How does the food system work? How did our social structures come to be what they are? History helps us understand the present to answer these questions. If I could recommend two books to students, it would be *Bringing up Bébé* by Pamela Druckerman and *Guns, Germs and Steel: the Fates of Human Societies* by Jared Diamond. *Bringing up Bébé* helps to explain how we might change the structure of our society so that children grow up healthy. *Germs, Guns, and Steel* helps us understand how the world has become inequitable using an ecological / environmental lens. I think these books complement each other. There are many more important books, of course!

What parting advice do you have for Teacher's College graduates and students?

1. Nutrition education is difficult, but don't get discouraged. People may not seem to respond right away, but many will take action later when they are ready.
2. Regardless of what job you are in, look around to see what else is going on in your community and contribute your skills. Collaborating and networking are satisfying, and you will also learn from these activities.
3. Whenever you are counseling or otherwise working with people, remember that what people eat is embedded in much larger issues such as food sustainability, culturally appropriate foods, and food justice.
4. You are part of a movement, so no matter what small part you are doing, you are contributing to a movement towards better health for everybody in the context of a sustainable, culturally appropriate, and just food system. So, find your niche and what you are passionate about, and working together we can accomplish things that will improve the health of everybody.

It was a pleasure learning about Dr. Contento's personal experiences and interests, as well as her hopes for her students and the future of dietetics. As Dr. Contento retires from Teachers College, her pioneering work in the field of nutrition education, to all her exemplary contributions will be honored and built upon for many years to come. On behalf of Teachers College, we all wish her a happy, healthy, and productive retirement.

WHAT RUNNING AN ONLINE PRIVATE PRACTICE REALLY LOOKS LIKE: TIPS FROM A STUDENT

By Abigail Stasior

In the last issue of the Grapevine (Spring 2021), I discussed how I started my online health coaching business that I keep up with while enrolled full time at TC and I offered some initial tips for optimizing and monetizing social media. I hope that this continuation piece is also helpful for those looking to take on clients and start their own private practice online, especially while enrolled in school.

Should you wait until after you finish your degree and pass the RDN exam to start taking on clients?

Do what you feel most comfortable with! But also know that you do not have to wait. As long as you stay within your scope of practice and be transparent about your credentialing, I see no harm in starting to counsel clients and launch an online coaching/counseling business. We are also individuals with access to the most up-to-date and evidence-based health information, so it is important that we are making an effort to get that to the masses. There are so many un-credentialed health influencers online that are already working with clients, likely doing more harm. Thus, in my opinion, it is important that we get ourselves out there to combat the spread of faulty health information.

If I still do not feel comfortable taking on clients yet, but I hope to do so down the line, where should I start?

I would start by identifying who your ideal client is. Get really, really specific about who they are. I would encourage you to go as far as to journal about one specific person (fictitious or real) and get clear on their goals, motivations, fears, behaviors/habits, lifestyle, occupation, hobbies, etc. This will aid you in starting to post content that resonates with your future ideal client. When posting content, you want to think about whispering in the ear of your ideal client versus yelling to the masses. General health information typically does not land or resonate; people scroll right by. So the more niche you can create your content, the better. Even if you are not taking on clients at this time, you can start to

cultivate an audience filled with ideal clients so when you are ready to offer them something when the time comes - they'll be warmed up to you and ready to buy from you, especially because you have spent time providing them free value leading up to a paid offer.

We can also only take a client as deep down a transformation as we have gone through ourselves. Thus, I also encourage you to continuously work on yourself and your own development journey. Doing this inner work will serve your future clients.



I'm ready to start taking on clients! How do I start to structure my offer?

There are a million ways to structure a coaching offer. You have to find the best structure that feels most aligned to you and helps your ideal client get to their goals. However, here is what I have done. Keep in mind that I started with one offer and developed my subsequent coaching programs over the course of 3 years and based on what my ideal clients were asking for and needed.

My first offer was a high-ticket (\$1,000+) program that was 12-weeks long, and included weekly coaching calls for health support, a weekly group call for mindset/body positivity support, daily accountability messaging, an online course, and customized nutrition and exercise plans. Over time, the clients that graduated from that program wanted to continue

What Running an Online Private Practice Really Looks Like (continued)

working with me, but also wanted to work on improving other aspects of their life. This prompted me to get my life coaching certification. With this certification, I created my high-ticket life coaching program, which included bi-weekly 1:1 coaching calls, daily accountability messaging, customized nutrition and exercise plans, an online course, expert guest speakers, and a book club.

Then, it became apparent that there were clients my team and I wanted to work with that could not afford our programs. So in an effort to make our programs more accessible, we created two low-ticket programs (\$1,000 or less, but usually \$500 or less). However, we needed to remove some of the offerings from our high-ticket options. So for one program we took out the customization but still offered the daily accountability. The other program we limit the accountability messaging but provide customization. We have programs that fit the needs of many ideal clients now! When structuring an offer I encourage you to see what your clients need in order to be successful and also what you have the bandwidth to provide them.

How many clients do you take on in one time period?

The amount of clients I am able to take on at one time has varied throughout my three years in business. While working my full time job, I reached a threshold of 10 clients because I was doing weekly 30-minute 1:1 calls. I was able to take on 20 clients at a time once I switched to small group coaching and coached 2-3 people in that same 30 minute window. However, I reached a cap at about 20 clients because I was bogged down by administrative work. At 20 clients I was still wearing all the hats in my business so I was marketing myself and creating content, handling the business-related administrative work etc. Once I outsourced these tasks, I was able to take on more clients. At this time we have upwards of 45 clients at one time, but I only coach 5 of those clients 1:1, which works for me with balancing the marketing, being enrolled at TC full time, and group coaching 10 other clients. This is my current ability without dropping

the ball on the aspects of the business I have to do and cannot delegate and without compromising program quality.

How do I know when I need to hire help?

I currently have 4 assistants on my team. I hired my Assistant Coach when I reached 20 high-ticket clients. This was prior to me starting at TC so I was only working on my business at the time. My Assistant Coach helped take the accountability messaging and client administrative work off of my plate, which helped our clients to be served better while enabling me to get more in my “zone of genius,” as they say. Hiring my first assistant took administrative work off of my plate and allowed me to do more coaching. When I decided to hire her, it was during a time when I realized that I could not take on more clients with just myself working - this meant that my business was unable to grow anymore, and I began to worry that the client experience would suffer because it was hard for me to keep up with all of the accountability messaging and coaching. I then hired a Sales Assistant to help me message ideal clients and follow up with potential leads. I needed this assistant because I was starting at TC in the fall of 2019 and needed to wear the hats in my business that I *needed* to wear such as coaching clients, creating and posting content, leading my team, etc. Messaging and following up with potential clients was something I did not *have* to do and could train someone else to do.

Thus, when you are considering hiring help I would review all the tasks you do in a day and in a week and see if that is the best use of your time. Is there an opportunity to automate or systemize that task? Or is it better for you to outsource? Are there tasks you're completing daily or weekly that you do not enjoy and could train someone else to do? Additionally, is there a bottleneck in your business? Meaning, is there a rate-limiting step preventing you from growing your business that adding a team member would solve? A few things to journal on!

What Running an Online Private Practice Really Looks Like (continued)

How do you balance running a business full time while enrolled at TC full time?

It is not an easy balance. Some weeks I handle it better than others, but it is not always graceful as it may seem. The most exhausting thing for me is switching hats. So I strive to minimize how many times a day I do this. It is a different energy required to be a student in class versus studying and it is a different energy required to create content than it is to coach clients. I structure my schedule to minimize the amount of times I go back and forth between these two roles. This has really helped me to mitigate burnout and optimize my productivity. I try to keep my business-related calls, whether that is with my team, potential clients, current clients, or podcast interviews to Monday, Wednesday and Thursday. I leave studying for Tuesday, Thursday, and Friday, and Sunday. I save content creation for Tuesdays and Sundays. And I always take Saturday off! Even though I balance so much with running my business and being in school both full time, I need to schedule self-care and time away from work like an appointment. So I stay disciplined, even during finals week, to not do any work on Saturdays for my mental health!

I have found that everyone at TC has been very supportive of my business, which is wonderful. I have loved collaborating with other students on Instagram by doing giveaways and live cooking demonstrations. I have also conferred with both Lora Sporny and Jenn Giles about specific clients I have coached to get their advice. This has not only benefited my clients, but made me a better health coach and future Registered Dietitian. I am extremely grateful to have our professors as colleagues in the field to collaborate with and learn from.



Abbie's Sample Week

FRENCH AMERICAN AID FOR CHILDREN: SMART SUMMER SHOPPING AND COOKING WEBINAR RECAP

By Teresa (Chong) Xu



SMART SUMMER SHOPPING AND COOKING

The French-American Aid for Children (FAAFC) is a New York City based organization that aims to mitigate challenges faced by vulnerable and underprivileged children in France and the US. During the pandemic, FAAFC has focused on two goals: obtaining grants for education, medical support, and the prevention of social abuse, and expanding child nutrition education. With the shutdown of in-person schooling as a result of the pandemic, children had reduced access to school meal programs, and disparities in food security became more pronounced. FAAFC aims to help families put healthy and affordable meals on the table through its summer child nutrition and health webinar series. The “Smart Summer Shopping & Cooking” provides tips and tricks for families to incorporate summer produce into their meals, in a healthy and affordable way. Expert panelists Stacey Antine and Chef Bill Telepan join our very own, Professor Pam Koch, executive director of the Laurie M Tisch Center for Food, Education, and Policy in this webinar to provide a virtual, hands-on learning experience. Stacey is the president and founder of HealthBarn USA and a leader in nutrition workshops for children. Chef Bill

Telepan is the culinary director at the Metropolitan Museum of Art and the executive chef for Wellness in the Schools.

Summer is a time of vibrant, bountiful produce, which means it is the optimal time to “eat the rainbow.” This means families should strive to eat vegetables of all different colors. As Pam Koch stated, “fruits and vegetables do things in our body that are good for every single part of our body.” Red fruits and vegetables, like tomatoes and strawberries, are rich in phytochemicals, which reduce the risk of chronic illnesses such as diabetes, heart disease, and cancers. Orange and yellow produce, like carrots and corn, are rich in carotenoids, which promote healthy vision and cell growth. Green colored produce, like kale, is rich in nutrients that are essential for blood and bone health. Blue and purple colored produce, like blueberries, provide powerful antioxidants, which protect cells from damage and chronic disease. White and brown produce, like garlic and mushrooms, contain powerful anti-inflammatory properties. According to data from the National Health & Nutrition Examination Survey, 8 out of 10 Americans are not eating enough phytochemicals for optimal health. Eating a variety of fruits and vegetables is the easiest way to obtain these nutrients.

As the webinar pointed out, eating a variety of produce can be costly. The cost of fresh, quality produce is often a barrier to access. Summer time climate provides an optimal growing environment for a bounty of fruits and vegetables, and greater availability often correlates with lower costs. City Harvest, New York City’s largest food rescue organization, feeds over 1.5 million residents a year who are in need of affordable food. Annually, 153 million pounds of excess food is rescued from restaurants, local farmers, cafes, wholesalers, and supermarkets, and redistributed to New Yorkers in need, free of charge. The webinar provided a list of all locations in New York City and surrounding areas that provides food free of charge. These locations include soup kitchen, food pantries, City Harvest Mobile Markets, City Harvest Community Partner Mobile

Markets, Department of Education Schools Sites, and City Harvest Emergency Food Distribution Sites. Families can refer to the interactive map on the City Harvest website to find free food.

Now that you know what to eat and where to find fruits and vegetables, how do you prepare them? Stacey, Chef Bill, and Professor Koch all recommended starting with the basics. If you are new to cooking or overwhelmed by the idea of following a complex recipe, start by experimenting with the basics. As you become more comfortable in the kitchen, either by chopping an onion or by roasting a chicken for the first time, you will naturally feel more inclined to try new recipes. Some tips to get you started with summer cooking:

- Use herbs – they are bountiful in the summer. Let kids try both fresh and dried herbs and spices, and give them time to develop their own opinions. Start with common herbs and spices such as garlic and onion powder or black pepper. Maybe try rubbing herbs directly on meat or vegetables instead of using an oil based marinade.

- Take kids to farmers markets in the summer time so they can see the variety of produce. Introduce them to a variety of different fruits and vegetables. It is often cost prohibitive to purchase new fruits and vegetables that kids may not like, so food distribution centers like City Harvest make it possible for families to try a variety of foods at no cost

- Pay attention to the ingredients, especially the amount of sugar, salt, and oils that can be present in processed foods. When you cook for yourself, try to avoid ultra-processed products that have long ingredient lists with unfamiliar items.

- Be mindful of the ingredients in prepared salad dressings. These often contain unnecessary salt, sugar, and fats in addition to artificial ingredients like preservatives and flavorings. Make your own salad dressing with just olive oil, vinegar, salt, and pepper. Add herbs and spices to your liking.

- Grab some summer tomatoes and make tomato water marinade. Start by seasoning raw tomatoes with salt. Let sit before roasting tomatoes in the oven. The salt and heat will draw out water from

the tomatoes. Once this “tomato water” cools, you can use it as a substitute for oil in salad dressings.

- Kebabs are another great way to introduce new foods into the diet. They’re easy to make, fun to assemble, and easy to personalize. You can adjust the ratio of meats to veggies, as well as add seasonings that cater to all different cultural cuisines. While they can be messy to prepare and assemble, kebab preparation is a great way to involve kids in the kitchen. With their own kid-friendly, Curious Chef [Knife](#), kids can help in the kitchen.

- Display ingredients openly in the kitchen. The more hidden they are in the cabinets, the less likely they will get used

- If you are grocery shopping, make a list before you go, and stick to your list in order to stay within budget.

- Look for fresh foods in the perimeter of the grocery store; packaged and processed foods are located in the middle of the store.

- Organic produce is not always the most cost effective option, especially for families. Rather than worrying about eating organic, focus on eating whole foods and ensuring that most of your groceries come from plants and animals (rather than highly processed items)

Eating well and properly nourishing your body requires patience, time, and energy, but the payoff is priceless. There is no greater gift than that of a healthy body and mind. Eating whole foods, including a variety of fruits and vegetables, is the greatest gift you can give yourself.

Teresa Xu is a recent graduate from Cornell University, majoring in nutrition and joining our new Integrated MS-RDN track for Nutrition & Exercise Physiology this Fall 2021.

MY CHEF EXPERIENCE AT A NYC MICHELIN STAR RESTAURANT

By YeaJin Kim

As a chef and a nutrition graduate, the connection between these two dots is an integral part of my journey in hoping to influence people with the power of food. As a person who works with food and studies eating behaviors, I feel thankful that I can achieve my vision of encouraging people to eat healthier.

Having this vision in mind, after graduating college as a nutrition major, I decided to get my hands dirty, and challenge myself by learning 'how to cook,' to provide a more practical tool that extends beyond theoretical nutrition based suggestions. Two years after graduating from culinary school, I wanted to work in a restaurant where people are nutritiously conscious about their food choices, have a close interaction with their customers and have a good philosophy of business which aims to grow together with their staff members. Bouley at Home, which was located on 21st street in Manhattan, was the restaurant that satisfied all my needs. The complimentary meal, offered to the candidates during the interview process, was so welcoming. It demonstrated their care towards their employees. Interestingly, chef David Bouley, who is known as the most nutritiously



Various dishes made by YeaJin at Bouley at Home

conscious chef in the U.S., filled his menus with unfamiliar ingredients. Kudzu powder, spirulina sauce and cod liver oil, etc. Although these ingredients made me skeptical at first for its overwhelmingly unfamiliar use, this skepticism turned into a curiosity around the chef's aspiration of experimenting with diverse ingredients in an effort to give his customers the best.

Driven by Bouley's philosophy, I decided to work for him. Bouley at Home was unlike other restaurants - it was built around the premise of a community feel in which the guests were a part of the culinary experience. Every day was a learning lesson. Bouley at Home was furnished with home appliances and bar tables where each chef cooked meals right in front of the customers. Although a home kitchen setting is a big challenge for chefs that cook more than 100 meals in an evening, this setup allowed for an immersive teaching and learning experience for the guests, including cooking tips to be used in the regular home-settings. Since people constantly asked questions, I always had to be confident in knowing the rationalities of each step, ranging from knowledge around food and ingredients to nutrition facts. I also learned a lot of cooking skills through this year-long battle. Albeit most of the main ingredients were luxurious, chef Bouley added various textural diversities from basic ingredients as if he was layering his artwork on canvas with colorful paints. For instance, fresh lemon became a lemon jelly bed for fresh sea urchin; and fresh parsley and mint turned into water and oil as a sauce as well as a decoration for smoked fish. These techniques were easily adaptable in any kitchen setting as they required minimum tools such as a burner, pan and a blender; and with several trials, any layperson can easily create their own adjustments to make creative dishes. Starting from the cold appetizer station and moving up to the main course level, I learned almost all my cooking skills under the chef's kind instructions.

Looking back on this chef experience now, I have come to recognize one unexpected life lesson. There

will always be an unplanned situation, even if the best plan is prepared. Working in a restaurant always requires planning ahead. While constant simulation and communication between colleagues to make the smooth flow of service were a part of preparations, sometimes we still came across hurdles, such as running out of ingredients or whipping up a creative dish right away if customers requested them. Many chef works consist of thinking up plan Bs without making a fuss, just like a swan looking calm at the surface yet, swimming vigorously under the water. Interestingly, since joining TC, I recognize that these daily trainings are what good dietitians also need to have as they encounter various patients with different requirements every day. Aside from being equipped with comprehensive knowledge regarding their duties, I see how sometimes dietitians will also need to handle things that they have never encountered before.

After completing three years of culinary training, I have since returned back to my studies, sitting in front of my desk, reciting the starting line where my vision was initiated. While my decision to study at TC was based on a desire to extend the knowledge of nutrition and to become an RDN, an unplanned lesson has emerged along the way during this year of remote studying in my home country, and seeing TC's response to the unforeseen COVID outbreaks. Under a robust goal of providing the best education to its members, TC has never neglected any single person and found the best plan Bs by closely working with and listening to its community. Through both this working experience at 'Bouley at Home' and studying for one year at TC, I have expanded my vision of how to work with food, nutrition, and people. While the journey to my final destination is still in the making, the beauty of the unexpected learning and inspiration along the way, from TC to my previous experiences, allows me to remain curious and be grateful for all that I am learning.



YeaJin's last day at Bouley at Home

"This is a great summery, citrusy dessert that is not only easy to prepare, but holds up well in the fridge for a few days too.

Don't be concerned about the avocado - it makes for a wonderfully creamy filling! The crust can be prepared and baked in advance but not required and the filling is raw (no baking needed as it's vegan). Key limes are wonderful to use but can be hard to find (and to squeeze!) so I personally just go with regular Persian limes. Happy summer!" - Valerie



Vegan Key Lime Pie

Ingredients

The Crust:

- 1 1/2 boxes of Simple Mills Crunchy Pecan Cookies (roughly 7-9 oz. total)
- 3 Tbsp coconut oil, melted

Pie Filling:

- 1 1/4 cups soaked raw cashews (soaked for 4-6 hours, water drained)*
- 1/3 cup + 1 Tbsp freshly squeezed lime juice*
- 1.5 Tbsp lime zest
- 1 small 5.4 oz. can coconut cream (scoop out cream portion only)
- 1 1/2 ripe medium avocado
- 4 Tbsp coconut oil, melted
- 5 Tbsp cane sugar

* To speed this process up, you can soak cashews for 45 minutes in boiling water

** I personally prefer 1/2 lime and 1/2 lemon

Directions:

1. Preheat oven to 350°F.
2. Place cookies in a food processor. Pulse until you have a fine crumb texture. Add in coconut oil, and pulse to combine (mixture should appear slightly wet).
3. Pour crust mixture into a 9" pie plate and firmly press to bottom and sides of pan using your hands or measuring cup.
4. Bake crust for 8-10 minutes. Remove from oven and set aside to cool.
5. Meanwhile, Add all pie filling ingredients to a food process, and blend to combine, pausing to scrape down the sides as needed. Filling mixture should appear smooth. This may take 2-3 minutes.
6. Once filling is ready, pour into crust and set in fridge to cool (minimum 8 hours)
7. Serve with whipped cream for the ultimate experience!

BY: YEAJIN KIM

Vegetarian KimBap

Ingredients

- 6 seaweed sheets (a.k.a, nori)
- 2 cups cooked sushi rice
- 1 small carrot, julienned
- 1 bunch of spinach, blanched
- 1 medium cucumber, julienned
- 1 cup purple cabbage, thinly sliced or julienned
- 2-3 tsp. Sesame oil
- 3 eggs, beaten
- 1/2 burdock, peeled and julienned
- 1 tsp soy sauce
- 1 tsp honey
- 1 clove garlic, mined
- Salt, sesame seeds, and soy sauce to your liking

You can also add in thinly sliced fried tofu or fish cakes

Directions:

1. On low heat, lightly coat a pan with cooking oil of choice.
2. Pour a thin layer of the beaten egg, cooking each side, and then setting aside. Repeat until you have used the entire egg mixture. Gently fold the eggs, and thinly slice. Set aside.
3. On high heat, add 1 tsp oil, and the burdock. Stir fry for 2 minutes, then add in the soy sauce and honey and cook for 1 minute more. Add minced garlic to the pan, and cook for 1 minute. Remove from heat and toss with sesame seeds. Set aside
4. Sauté carrot and cabbage with oil over high heat for 2 minutes. Season with salt and set aside.
5. In a large bowl, season your sushi rice with salt and a drizzle with sesame oil.
6. Place a sheet of seaweed out on your station. Add white rice to 3/4 of the sheet in a thin layer. Then add your vegetables.
7. Starting at an edge that has rice, tightly roll the seaweed sheet towards the empty 1/4 side, and push it down at the end to seal.
8. Brush the roll with sesame oil, and sprinkle with sesame seeds. Slice the roll into 1/2 - 3/4 " slices.



“Kimbap, a Korean street food, is a convenient meal for any busy day. As the name describes (i.e., “kim” means Seaweed, and “bap” means rice), it is a rolled seaweed and rice dish, stuffed with various ingredients. While it does take quite a bit of effort and time to prepare, once it is made, it is nutritious and can be customized to whatever the chef has on hand. With only a few simple seasonings and spices (i.e., salt, sesame oil, sesame seeds, soy sauce), you can make your own delicious D.I.Y. Kimbap with in season-vegetables. Just remember the simple cooking/seasoning method, which is “Julienned ingredients; Cook; Season; Roll.” You can master the recipe.” - YeaJin