



# Nutrition Translation: From Bench to Consumer-Research Interest Section of the American Society for Nutrition

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**2011 Annual Member Survey Results**

## **Executive Summary**

The Nutrition Translation: From Bench to Consumer – Research Interest Section Annual Member Survey was distributed to the 560 current members of the NT-RIS on November 02, 2011 and closed on November 23, 2011. A total of 75 (13%) members responded to the survey.

The majority of NT-RIS members are from Academia and Industry. They are in various stages of their careers, with most being mid-level or senior-level professionals. The leading reasons for membership include enhancement of professional knowledge, networking with colleagues of similar interests, advancement of career development, and influence over symposia topics related to NT-RIS activities. Members are from diverse fields of expertise and are categorized as consultants, media & trade professionals, health professionals, and employees in non-profit organizations. More than half indicated that they would be interested in volunteering for NT-RIS activities.

In regards to communications, the majority of members prefer to receive NT-RIS communications quarterly or monthly, and almost all prefer digital media.

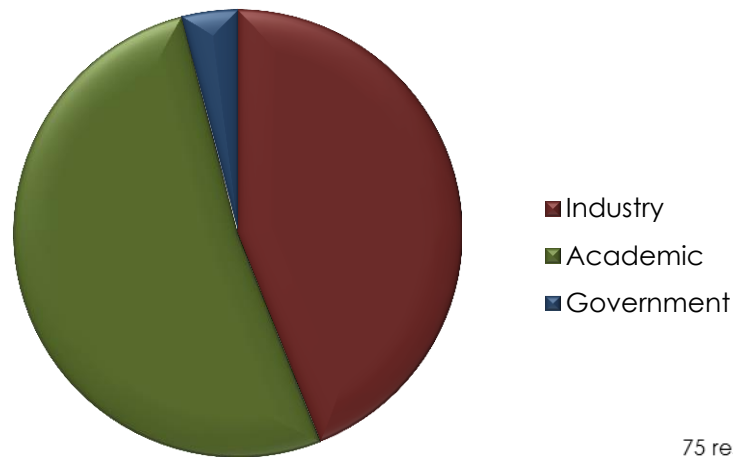
Less than half the respondents attended the NT-RIS-sponsored symposia and less than a quarter attended the NT-RIS Annual Business Meeting at The American Society for Nutrition Scientific Sessions & Annual Meeting in conjunction with Experimental Biology in 2011, primarily because they did not attend EB. Others indicated that the NT-RIS sponsored-symposia and/or the NT-RIS Annual Business Meeting conflicted with other symposia of greater interest. For those that did attend NT-RIS-sponsored symposia, most agreed/strongly agreed that the symposia provided them with information they could apply to their profession. Of the respondents that attended the NT-RIS Annual Business Meeting, most would recommend/highly recommend the meeting to their colleagues. It appears getting members of the NT-RIS to attend EB could increase attendance at the NT-RIS-sponsored symposia as well as the Annual Business Meeting. A small number of respondents indicated that other RIS business meetings were held at the same time as the NT-RIS Annual Business Meeting or that they did not think the information at the NT-RIS Annual Business Meeting would be relevant or useful to them. It will be important to communicate to members the value of the Annual Business Meeting, and how highly it is regarded and recommended by their colleagues. While scheduling conflicts with other symposia may be unavoidable, conflicts with other RIS Business Meetings should be managed and addressed by the RIS chairs.

Based on the survey results, opportunities for NT-RIS growth are among students and entry-level employees, perhaps through advisor/mentor encouragement and recommendation, in all sectors; in health professional and non-profit fields of expertise; and among any members of the government. With the role government can play in industry and consumer markets, it seems of critical importance to expand membership among the government sector.

## Demographic

Figure 1

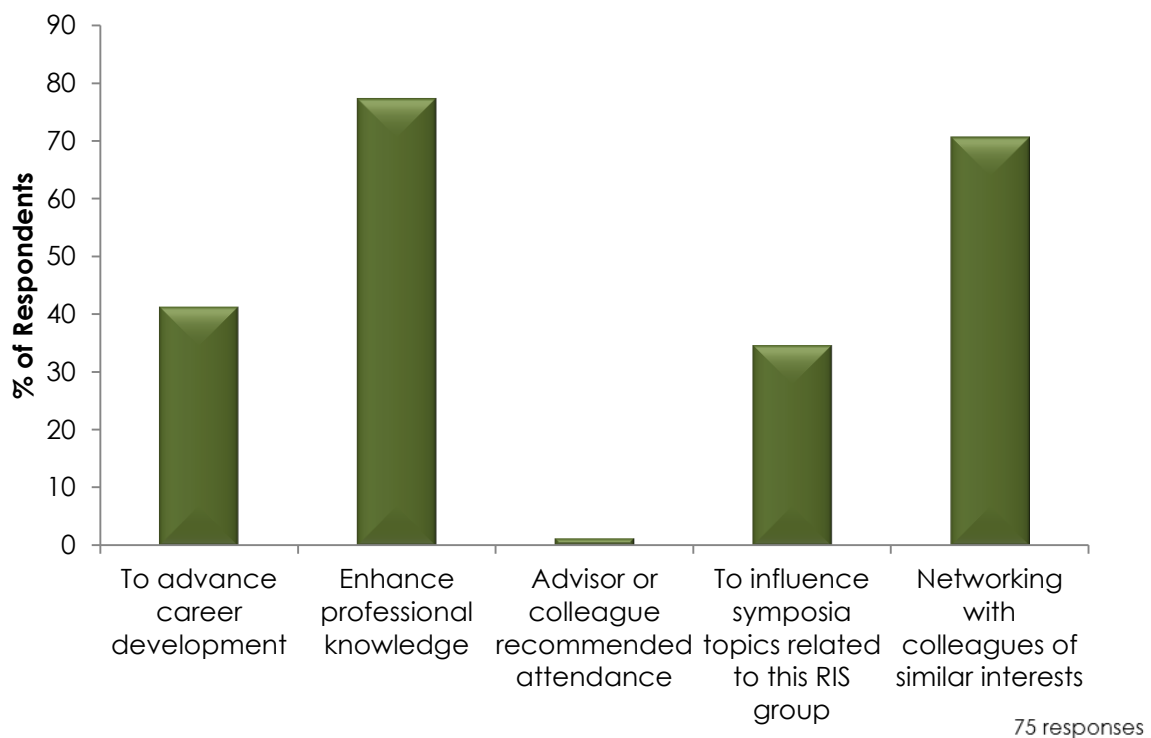
### Member Sectors



Based on responses to the NT-RIS 2011 Annual Member Survey, the majority of members of the NT-RIS are from Academia (52%) and Industry (44%) (Figure 1). Just 4% of respondents indicated that they were from the Government sector.

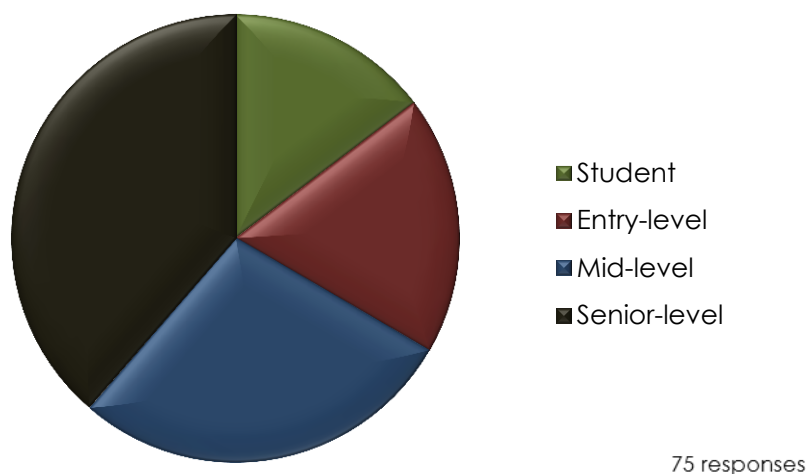
Figure 2

### Reasons for Membership



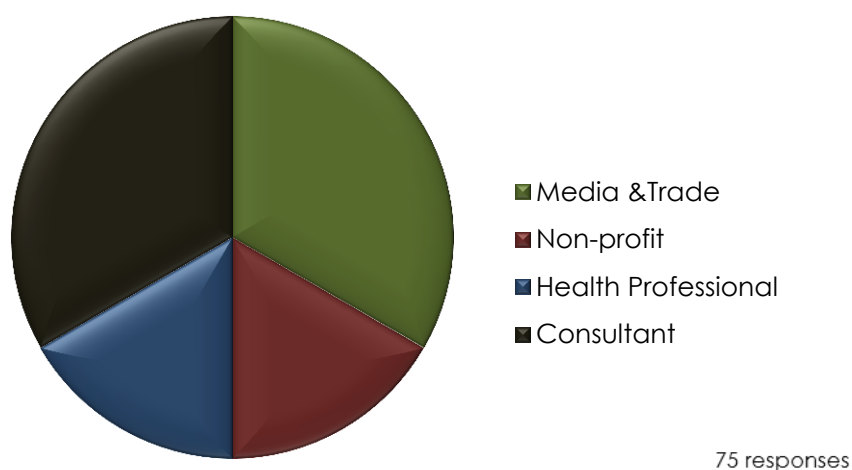
Members indicated that their reasons for membership included enhancement of their professional knowledge, networking with colleagues of similar interests, advancement of career development, and influence over symposia topics related to NT-RIS (Figure 2). Just 1% of respondents indicated that they were members of the NT-RIS because an advisor or colleague recommended the RIS to them.

Figure 3 **Member Career Stages**



The NT-RIS members are in various stages of their careers. 39% of respondents are senior-level, 28% are mid-level, 19% are entry-level, and 15% are students (Figure 3).

Figure 4 **Member Fields of Expertise**



Members are from diverse fields of expertise with 33% of respondents self-identifying as consultants, 33% in media & trade organizations, 17% as health professionals, and 17% in non-profit organizations (Figure4).

### Demographic Summary

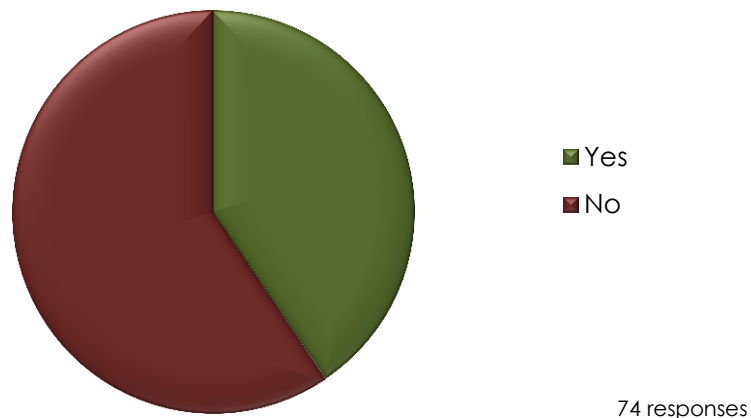
The demographic of the NT-RIS in 2011 are experienced academic and industry scientists, looking to enhance their knowledge, meet others with similar research and professional interests, and advance their careers.

Opportunities for growth are among students and entry-level employees, perhaps through advisor/mentor encouragement and recommendation in all sectors; in health professional and non-profit fields of expertise; and among any members of the government. With the role government can play in industry and consumer markets, it seems of critical importance to expand on this group of members.

**Feedback: NT-RIS-Sponsored Symposia at The American Society for Nutrition Scientific Sessions & Annual Meeting in conjunction with Experimental Biology in 2011**

Figure 5

**Attended NT-RIS-Sponsored Symposia at EB, 2011**



41% of respondents attended the NT-RIS-sponsored symposia at EB, 2011 (Figure 5). Of the 59% of respondents that did not attend NT-RIS sponsored-symposia, the majority indicated they did not because they did not attend EB (Figure 6). Others indicated that the NT-RIS sponsored-symposia conflicted with other symposia. Few respondents (2%) indicated that the NT-RIS sponsored symposia were not relevant or useful to them.

Figure 6

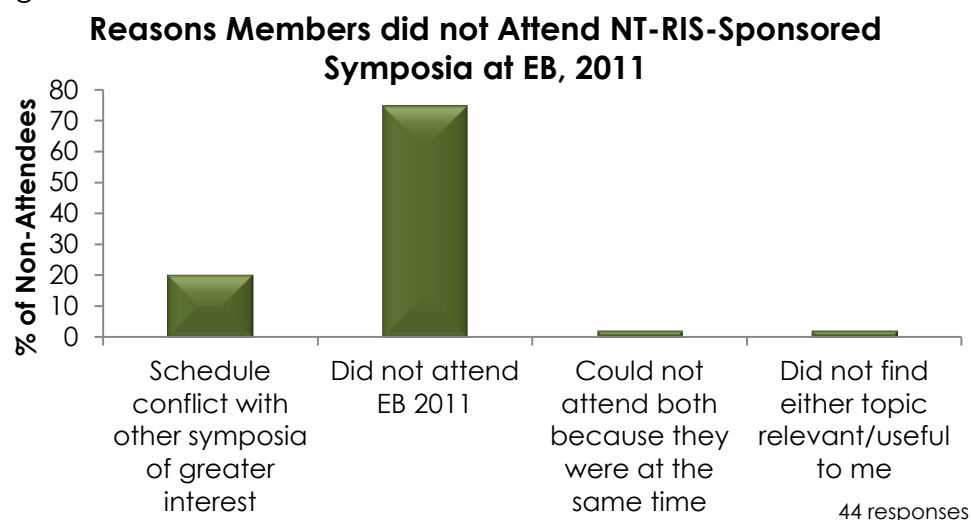
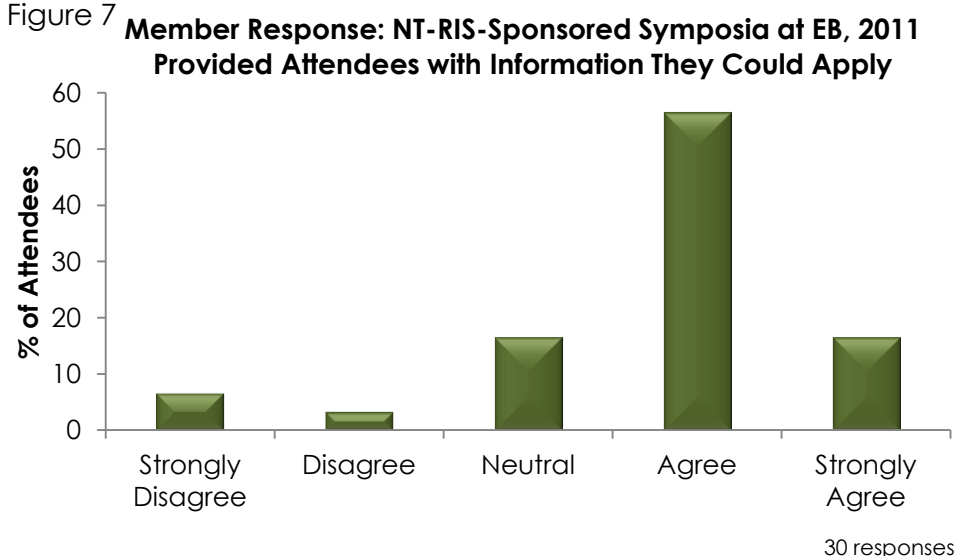


Figure 7



For those that did attend NT-RIS-sponsored symposia, 75% agreed/strongly agreed that the symposia provided them with information they could apply (Figure 7). 10% of respondents disagreed/strongly disagreed that the symposia provided them with information they could apply.

### **NT-RIS-Sponsored Symposia at EB, 2011 Summary**

Feedback on the NT-RIS-sponsored symposia at EB, 2011 indicates that the primary reason members do not attend NT-RIS-sponsored symposia is because they do not attend EB. Finding ways to increase attendance at EB may increase attendance at NT-RIS-sponsored symposia, which most members find relevant and applicable to their careers.

Respondents suggested the following topics for future programming;

Between 10 and 30% of respondents suggested:

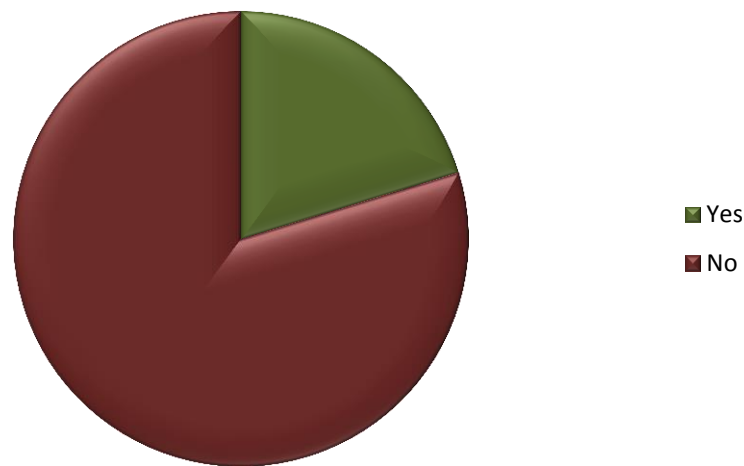
- How to work together (across sectors) toward population health & wellness (30%)
- Regulatory and claims: the regulatory environment, the future of nutrition labeling, and designing studies that can be used to substantiate approved product claims (15%)
- Communication of science to consumers: transparency and strength of evidence (10%)
- Bias in research and industry (10%)

5% of respondents suggested:

- Nutraceuticals and cancer
- Diabetes
- Consumer insights
- Conflicts of interest in regards to sodium and added sugar
- Medical nutrition outcomes
- Micronutrient status of mothers and infants in developing countries
- Processed foods

### Feedback: NT-RIS Annual Business Meeting at EB, 2011

Figure 8 **Attended NT-RIS Business Meeting at EB, 2011**

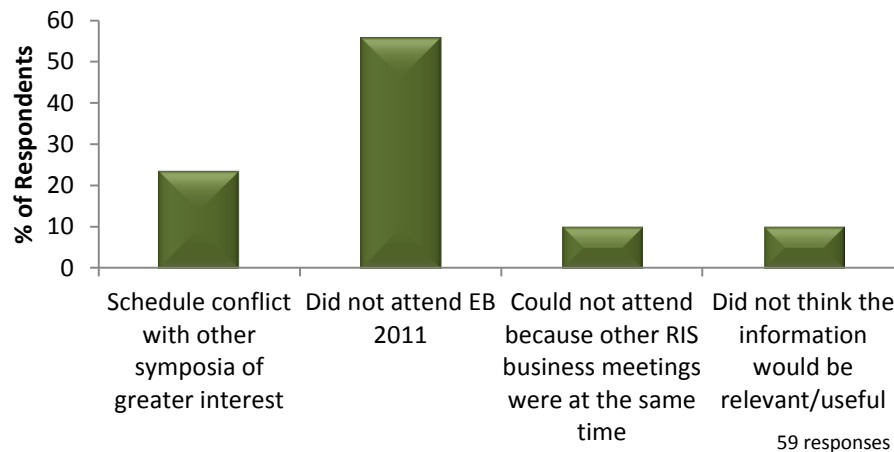


74 responsees

80% of survey respondents did not attend the NT-RIS Annual Business Meeting (Figure 8). Similarly to reasons why members did not attend NT-RIS-sponsored symposia, most respondents indicated that they did not attend the NT-RIS Annual Business Meeting because they did not attend EB (Figure 9). 24% of respondents did indicate, however, that the NT-RIS Annual Business Meeting conflicted with symposia of greater interest. Also noteworthy is that one respondent indicated that the room for the Annual Business Meeting held at EB, 2011 was too small, and that the lack of air in the tiny meeting room was the reason this respondent did not stay for the Annual Business Meeting. 10% of respondents indicated that other RIS business meetings were held at the same time as the NT-RIS Annual Business Meeting and 10% of respondents indicated they did not think

the information at the NT-RIS Annual Business Meeting would be relevant or useful to them.

Figure 9 **Reasons Members Did Not Attend NT-RIS Annual Business Meeting**



Of those 20% of respondents that did attend the NT-RIS Annual Business Meeting, 87% would recommend/highly recommend the meeting to their colleagues (Figure 10). 71% agreed/strongly agreed that the speaker at the Annual Business Meeting provided them with useful information on the concept of “Framing the Next Generation of Research” (Figure 11).

Figure 10 **Member Response to Recommending NT-RIS Business Meeting to Colleagues**

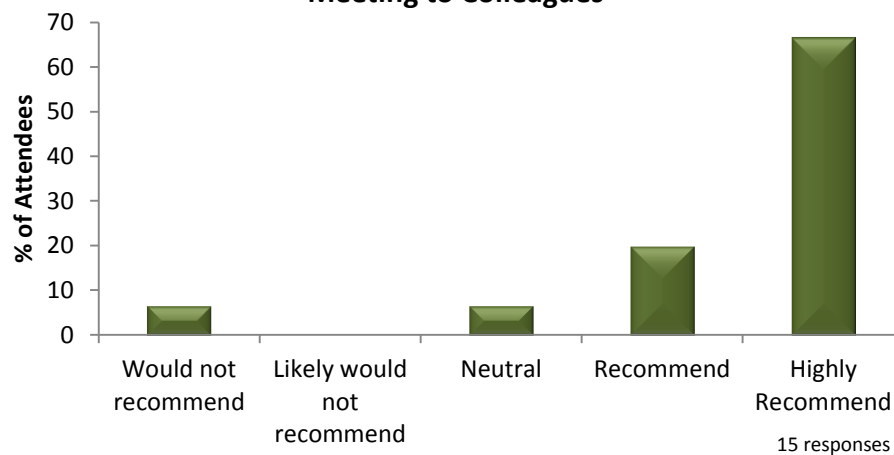
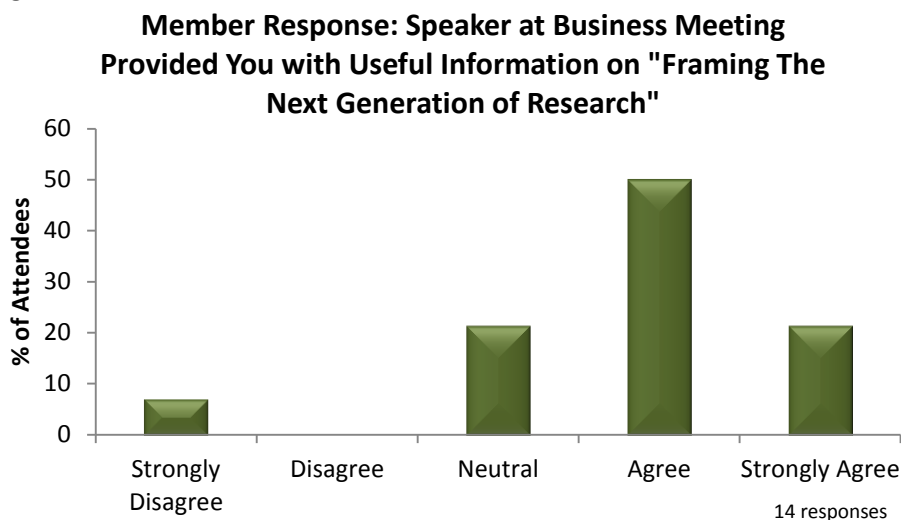




Figure 11

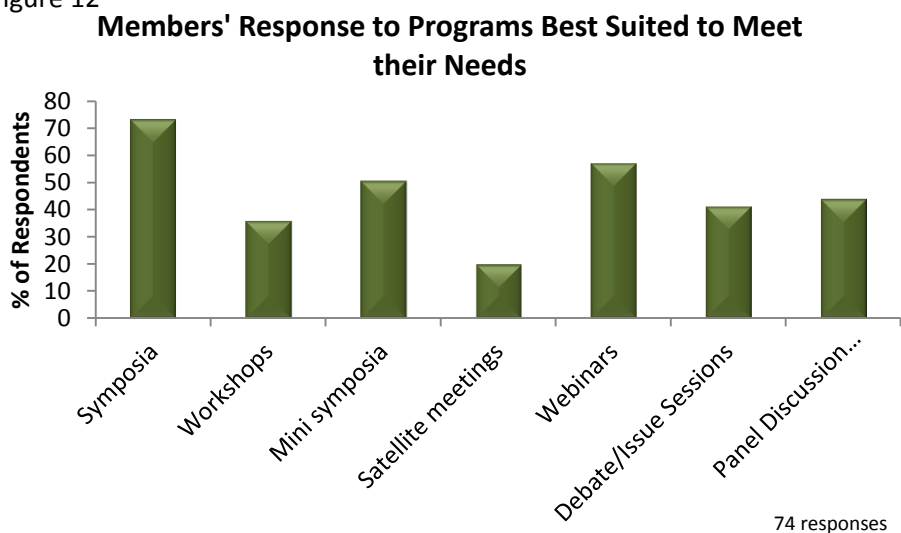


### NT-RIS Annual Business Meeting at EB, 2011 Summary

Similarly to responses regarding the NT-RIS-sponsored symposia, it appears getting members of the NT-RIS to attend EB could increase attendance at the Annual Business Meeting. It will be important to communicate to members the value of the meeting, and how highly it is regarded and recommended by their colleagues. While scheduling conflicts with symposia may be unavoidable, conflicts with other RIS of ASN should be addressed with RIS chairs.

### Programming

Figure 12

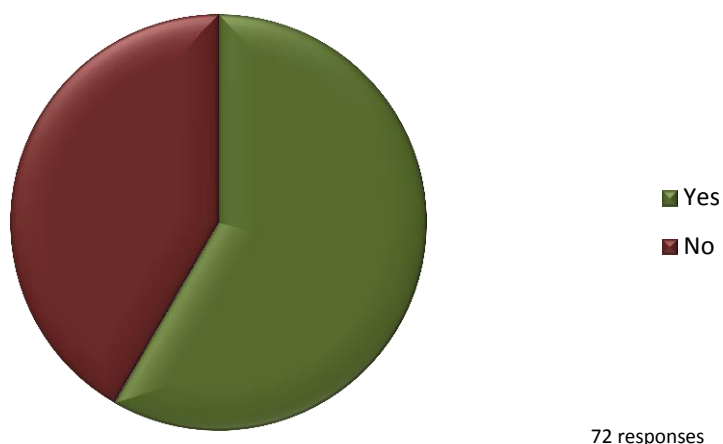


Respondents indicated that symposia, webinars and mini-symposia are best suited for them (Figure 12). Panel discussion groups, debate and issue sessions, and workshops also seem to meet the needs of members. Of less importance to respondents are satellite meetings. Although, 58% did indicate that they would be willing to pay to

attend a satellite meeting or workshop that would be sponsored, in part, by the NT-RIS (Figure 13).

Figure 13

### Member Response to Willingness to Pay for Satellite Meeting/Workshop Partially Sponsored by NT-RIS



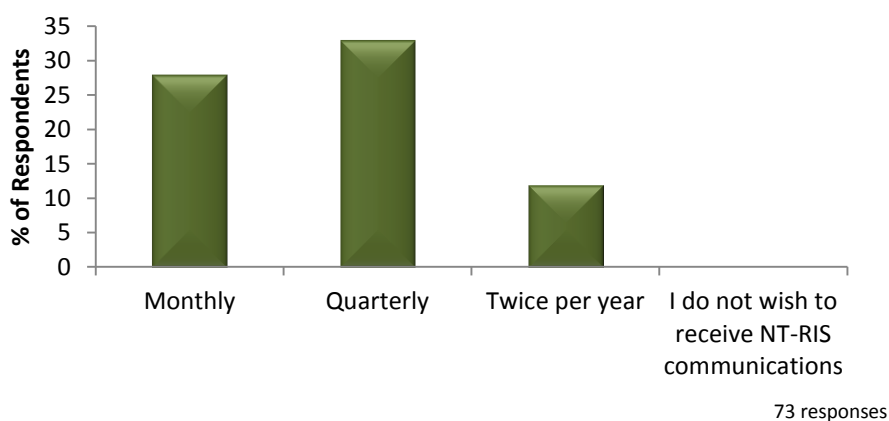
### Programming Summary

It appears that various forms of programming will suit the needs of the NT-RIS membership, who are willing to pay for quality sessions, with symposia being at the top of the list.

### Communications

Figure 14

### Preference for Frequency of NT-RIS Communications

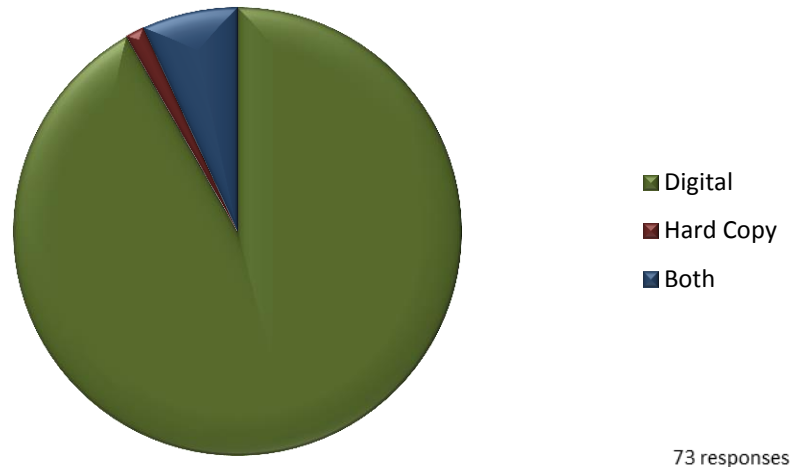


According to the Member Survey, 33% of respondents would prefer to receive NT-RIS communications quarterly, 28% would prefer monthly and 12% would prefer biannually (Figure 14). Currently, NT-RIS members are receiving the Member newsletter, distributed

by NT-RIS, biannually and are able to catch up on NT-RIS happenings as part of the Nutrition Notes, distributed by ASN, quarterly.

Figure 15

### Preference for NT-RIS Communications Format?



Members indicated that they prefer digital format for NT-RIS communications (Figure 15).

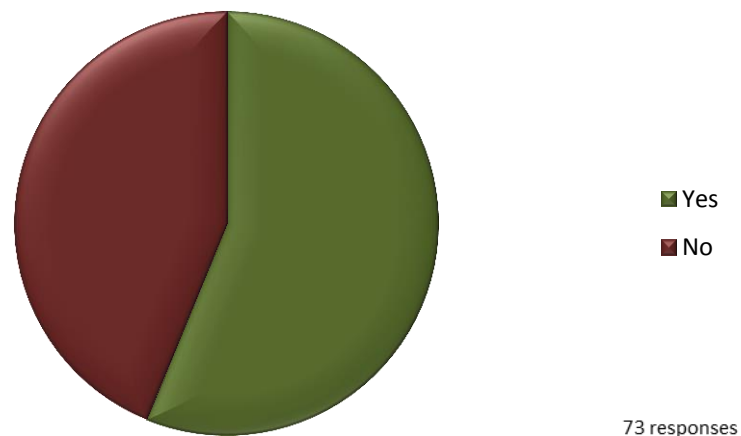
### Communications Summary

Based on the responses to the Communications-related questions, which appeared for the first time in this iteration of the Annual Member Survey, it seems that perhaps the executive committee should consider distributing the member newsletter quarterly as opposed to biannually.

### Volunteerism

Figure 16

### Interest in Volunteering for NT-RIS Activities



56% of respondents indicated that they would be interested in volunteering for NT-RIS activities. The majority of those willing to volunteer indicated they would be interested in reviewing proposals (28%) (Figure 17).

Figure 17

### Member Preference for Applying Time and Talent to the NT-RIS

