Careers in Plant-Based Nutrition

Following your passion to effect positive change in health and wellness

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Introductions

WHO ARE WE?
AND WHO ARE YOU?
About Micaela ~

- Currently a PhD student in Nutritional Epidemiology at the Tufts Friedman School of Nutrition Science and Policy
- MSPH in Human Nutrition from Johns Hopkins Bloomberg School of Public Health
- Served as Executive Director of the T. Colin Campbell Foundation
- Contributor to the NYT bestseller Forks Over Knives: The Plant-Based Way to Health
- Eaten a plant-based diet for 16 years! 😊
About Janet ~

- 12 years experience advising applicants to health professional schools at Cornell University
- Special interest in aligning spiritual and professional practice
- Formal education from the University of Chicago and Cornell University
- Lifelong student of determinants of health and well-being
- Eaten a plant-based diet for 40 years!
About You!

- **Countries Represented:**
  - United States, Canada, Mexico, Switzerland, Denmark, New Zealand, India, Austria,

- **Industries Represented:**
  - Medicine, dietetics, food science education, nonprofit, faith-based, sales and marketing, personal care, entrepreneurs

- **Your Interests:**
  - 17% clinical
  - 44% education
  - 6% public health
  - 4% research
  - 29% other (TBA)
Purpose Today – Grow Our Community

GUIDANCE ON YOUR VISION AND PURPOSE
RESOURCES FOR CAREER PATHS AND EDUCATION
NETWORKING AND COMMUNITY BUILDING
Outline

VISION AND PURPOSE

DISCUSSION OF CLINICAL, EDUCATION, PUBLIC HEALTH, RESEARCH, ENTREPRENEURSHIP/LEADERSHIP

RESOURCES FOR EACH AND PERSONAL ED.

PURSUIT OF FURTHER SCHOOLING

NETWORKING AND CONNECTIONS
This webinar is designed for you to explore your questions and unveil the opportunities out there.

As questions arise, let them be your guide to vision and purpose. Jot them down.

Later, you can reframe your questions as compelling principles that guide you to action.
My vision is...

My purpose is...

What is the relationship between vision and purpose—

for YOU?
How does my plant-based diet direct my career?
Vision and Purpose

Do you see obstacles?

If so, what are they?
Vision and Purpose

Can you see the possibilities?

If so, what are they?
Major (though not exhaustive) Paths in PBN

- Clinical
- Education
- Public Health
- Research
- Entrepreneurial/Leadership
Clinical Nutrition

- Using nutrition to treat patients who suffer from or wish to prevent nutritionally-controllable diseases
  - Or to help support their immune systems in the context of conventional treatment for chronic or infectious disease

- Using the opportunity of patient-practitioner contact to educate patients about their ability to improve their health through better dietary choices
Clinical Career - Examples

- **Traditional Clinical Nutrition Professions**
  - Primary Care or Internal Medicine Physician
  - Dietitian working in a hospital, rehab clinic, or as a private consultant
  - Chiropractor in private practice

- **Physician specialist in care for chronic diseases that have documented nutritional bases:**
  - Endocrinology, e.g., diabetes
  - Cardiology, high blood pressure, heart disease
  - Oncology
  - Gastroenterology, e.g., celiac
Traditional Clinical Training

Benefits

- Rigorous background in biological sciences – biology, chemistry, biochemistry
- Science training provides a strong foundation for understanding nutrition, should you choose to pursue it

Limitations

- You will have to learn about plant-based nutrition on your own
- Traditional medical training provides very little education in nutrition
- Traditional training for dietitians sticks closely to the USDA Dietary Guidelines, which still allow for overconsumption of unhealthy foods
Traditional Licensure

- Clinical practice is usually governmentally regulated

- Government regulation hurdles usually include:
  - Earning specific degrees,
  - Passing specific board exams and
  - Clinical internship experience with specified minimum time investment.
Traditional Licensure

Benefits
• Pursuit of traditional licensure allows physicians and dietitians to give clinical nutrition advice in all 50 states
• Current legislation actually prohibits nutrition practice by many other professions in many states (http://www.nutritionadvocacy.org/your-profession)

Drawbacks
• The curriculum may be engineered to maximize a fee-for-service model.
• It may require creativity to integrate with your own model of best clinical practice; e.g. cardiologists
Business Models for Clinicians
– Incorporate Education in Group Settings

- Need some kind of group training/education to be profitable
- Group programs
  - I.e. McDougall’s 7-Day Program
- Group medical appointments
- Add nutrition educator, dietitian or other staff to practice to oversee group trainings

Dr. McDougall with clients
Resources

Laws and requirements for clinical practice by state and by profession

Center for Nutrition Advocacy

- Updates on laws about clinical practice by state
- Resources for each type of health practitioner when available
  - Many other health professionals may be able to use clinical nutrition tools but check with your state to be sure
T. Colin Campbell Foundation Online Course Series in Plant-Based Nutrition

- [http://www.tcolincampbell.org/courses-resources/courses/](http://www.tcolincampbell.org/courses-resources/courses/)
- 30 CMEs offered for complete program

Wellness Forum’s Diet and Lifestyle Intervention Course

- [http://www.wellnessforuminstitute.org/programs.html](http://www.wellnessforuminstitute.org/programs.html)
- Cont. Ed. Credit offered, live teleclass lectures
Post-Baccalaureate Programs Provide Academic Prerequisites

- Required coursework usually includes biology, chemistry, organic chemistry, and biochemistry
- Many are online or with flexible schedules
- Post-Bac Programs for Premeds: [https://services.aamc.org/postbac/](https://services.aamc.org/postbac/)
- Programs for Dietitians (including Post-Bac): [http://www.eatright.org/BecomeanRDorDTR/content.aspx?id=8156](http://www.eatright.org/BecomeanRDorDTR/content.aspx?id=8156)

Resources

Going back to school to become a clinical practitioner?
Nutrition Education

- Distinct from clinical practice in that educators are not treating patients for disease
- Nutrition educators may provide one-on-one, or more often group training, to educate children and adults about nutrition and health outcomes
**Nutrition Education Careers - Examples**

- Nutrition professor in university level or community college
- Health teacher in elementary, middle, or high-school settings
- Curriculum development for organizations with a health eating mission
- Hospital dietitian who runs group meetings with cardiac patients
- Certified Health Education Specialist doing special seminars in schools or corporate presentations
- Alternatively-trained community educator
- Health coach working with individual clients
Educating Students vs. Treating Patients

- Be wary of crossing the line between educating and treating
- This is especially important for anyone pursuing health coaching or other professions whose scope of practice are not yet clearly defined
Nutrition Education Training

**Traditional Education Training**
- Nutrition degrees – BS, MS, MPH, doctoral
- Education degrees – BA, MA, MPH, doctoral
- Health education degrees
  - Consideration: you still may need to learn about plant-based nutrition on your own

**Alternative Education Training**
- Non-accredited programs
- Continuing education about plant-based nutrition
- Coaching training
Resources
Training for nutrition and plant-based nutrition education

Wellness Forum Institute Nutrition Educator Program
- http://www.wellnessforuminstitute.org/catalogsforms.html
- Non-accredited diploma program with rigorous coursework

NCHEC – National Commission for Health Education Credentialing
- Professional society supporting health education professionals in a range of areas http://www.nchec.org/

Various Alternatives
- Try Googling “plant-based educator” or “nutrition educator” and see what you find
Public Health

- Implementation (practice) or research on broad-scale interventions to target large groups or populations and reduce risk for negative health outcomes.
- Public health focuses on primary prevention – stopping the disease before it develops.

From East Carolina University
http://www.ecu.edu/cs-dhs/dph/What-is-Public-Health.cfm
Public Health

- One of the most versatile career paths
- MPH and PhD in this field provide a wide range in scope of influence
- Strong opportunities for international work (though many international nutrition intervention tend to revolve around single nutrient supplements)
- An MPH can be a transition degree to move towards research in nutrition if you did not major in nutrition or a related field as an undergraduate
  - Consideration: Check degree pre-reqs at any program or institution you are considering
Example of Public Health Careers

- Working for a national public health organization, such as the CDC or American Heart Assoc.
  - Consideration: the more established the organization the more challenging it may be to focus on plant-based nutrition

- Program director or interventionist in public health programs such as:
  - Intervention to increase the nutrition knowledge and fruit and vegetable consumption of children
  - International program to improve farming practice and training in underdeveloped countries
  - Media/educational campaigns such as “Let’s Move”
Public Health Training

**Strengths:**
- Graduate schools of public health tend to produce some of the more employable graduates of higher education

**Considerations**
- Graduate schools of public health tend not to provide scholarships or funding, even at the PhD level (there is some, but it tends to be more limited than terminal science degrees)
Resources
Education and certification in public health practice

Association of Schools and Programs of Public Health
- [http://www.aspph.org/](http://www.aspph.org/)
- Search for academic programs
- Apply to schools through SOPHAS, the common application system (note that some schools do not use SOPHAS)
- Exam registration to become Certified in Public Health, a new certification

What Is Public Health?
- [http://www.whatispublichealth.org/](http://www.whatispublichealth.org/)
- Introduction to the field, links to resources
Scientific Research

- Conducting original research studies
- Publishing papers in scientific journals
- Writing grants
- Teaching at a university level
- Supervising undergraduates and graduate students
Scientific Research Careers - Examples

- Researcher at governmental organization
  - Center for Disease Control (CDC)
  - National Institutes of Health (NIH)
- Faculty at university
- Industry researcher
  - Consideration: It is more difficult to maintain objectivity when funding is controlled by industry
Scientific Research Training

- Traditional educational routes lead to terminal research degrees such as PhD, ScD
- Medical research can also overlap with clinical training - MD
- You will need to develop knowledge about plant-based nutrition on your own
American Society for Nutrition Graduate School Programs

- [http://www.nutrition.org/education-and-professional-development/graduate-program-directory/](http://www.nutrition.org/education-and-professional-development/graduate-program-directory/)
Entrepreneurship/Leadership

- Solving problems for many people at once
- Pioneering solutions in the business, entertainment, and social media worlds
- Monetizing your passion to deliver valuable products and services that will support your interest in promoting plant-based nutrition
Entrepreneurship/Leadership - Examples

- Personal chef, open a restaurant, vegan clothing design, the sky is the limit!
Training Is Up To You!

- Know your audience/market
  - What problems do they have?
  - What do they really need?
  - How can you solve them?

- Training could mean formal education – business school or other degrees relevant to your field/interests

- Could investigate seminar-style training by successful entrepreneurs such as T. Harv Eker (Peak Potentials), Tony Robbins, Bill Walsch (Powerteam), Keith Cunningham, and others
Resources

Reading list for inspiration and networking to start your plant-based business or organization

- **Secrets of the Millionaire Mind** by T. Harv Eker
- **The Obvious: All You Need To Know in Business. Period.** by James Dale
- **Never Eat Alone, and Other Secrets to Success, One Relationship at a Time** by Keith Ferrazzi
- **Made to Stick: Why Some Ideas Survive and Others Die** by Chip and Dan Heath

www.PlantBasedResearch.org
Resources

Personal education about plant-based nutrition

Many of these experts also have books and cookbooks available on Amazon

- T. Colin Campbell Foundation Online Course Series in Plant-Based Nutrition, newsletter, and more
  - [http://www.tcolincampbell.org/courses-resources/courses/](http://www.tcolincampbell.org/courses-resources/courses/)
- McDougall Free Program, newsletter, and more
  - [http://www.drmcdougall.com/](http://www.drmcdougall.com/)
- Jeff Novick, RD, articles, Q&As, lectures, DVDs, and more
  - [http://jeffnovick.com/](http://jeffnovick.com/)
- Wellness Forum newsletter, podcasts, conferences, and more
- Physician’s Committee for Responsible Medicine (PCRM) health site
  - [http://pcrm.org/health/](http://pcrm.org/health/)
Looking for a Job Now?

- PCRM (Washington, DC)
  [http://pcrm.org/about/careers/career-opportunities](http://pcrm.org/about/careers/career-opportunities)

- Wellness Forum

- Jobs Posted by VeganMainstream

- VegNews

- Vega
Movement

- Foundation is knowing yourself, understanding your interests and what makes you happy
- Next step is discernment and visualization – what kind of impact do I wish to make in the world? What kind of lifestyle do I want to lead?
- This brings you to take concrete steps towards synthesis of your passion and effective interaction with the world
- Recalibration and check-ins are always helpful 😊
Discernment

Your future is still all about the questions you create now. For example . . .
What is the most meaningful thing that happened today?

Why did it matter?
As you consciously derive meaning from your day, you move towards your future career goals.
My clients work on growing steadily into their futures. Together we align the seed, the plant-based diet, with your vision and purpose for meaningful work and impact.
Community Development

My clients seek and find kindred others to build the vision, sustain the purpose, and explore possibilities through shared meals, brainstorming, service networking and interdependence.
You are the catalyst

All plant-based-diet sourced careers are based in some combination of clinical, educational, research-based, entrepreneurial, forms of leadership and engage with central public health issues.

What area most interests me?  
Who is my role model?  
What do I need to learn?  
What is my unique contribution?
You must hone your message,

“Our goal is for all Americans to live healthier, more prosperous, and more productive lives.”

- Secretary Kathleen Sebelius

both to gain impact and to sustain your enterprise.
Showing Your Stuff
Showing Your Stuff

What will you be offering the world when you align your career with your diet? What is your service or product?
Showing Your Stuff

Use your community as a primary brainstorming network for your product or service.
Showing Your Stuff

Ask:
- Would you engage this service or buy this product from me?
- What about me would make you want to buy that?
- Who would you buy it from if not me?
Health career schools will want you because you live your mission in your own life.

Health is not an abstraction for a person committed to a plant-based diet. Your diet gives credibility and authenticity to your candidacy.
You represent diversity at its best. Articulate what makes you unique, including your gifts, your intentions and your investment in plant-based eating.
Further Schooling

When you represent who you really are in the world, everything opens. Sometimes it takes a guide to step fearlessly into alignment with your deepest goals.

That’s how we can help.
Further Schooling

The path to health career professional training is to take all the requisite coursework and then live into the profession through service, clinical experience and steady pursuit of what you are curious about.
Networking Opportunities

- Plant-Based Careers FB Discussion Page: https://www.facebook.com/plantbasedcareers?skip_nax_wizard=true
- Have an announcement? Send it to plantbasedresearch@gmail.com for inclusion in the newsletter
  - Research recruitment
  - Conferences and events
  - Requests for mentoring
  - Opportunities for collaboration
Next Steps

WORK WITH THE QUESTIONS JANET POSED, PRACTICE SELF-INQUIRY

LOOK FOR ROLE MODELS AND SOURCES OF INSPIRATION

INVESTIGATE CAREER CHOICES, DO SOME RESEARCH

ASSESS WHERE YOU ARE AND WHERE YOU WANT TO BE

BEGIN TO DEVELOP YOUR PLAN

TAKE THE FIRST STEP