

# Health Influencer Strategy

for Australian citrus

**Horticulture**  
**Innovation**  
Australia

 **FoodBytes**

# Contents

- SIP Objectives
- CT20004 Outputs
- Health Influencer Strategic Objectives
- Why Health Influencers
- Health Influencer Audiences
  - Dietitians and Fitness Professionals
  - Secondary Targets
- Strategy Framework
- Suggested Activities

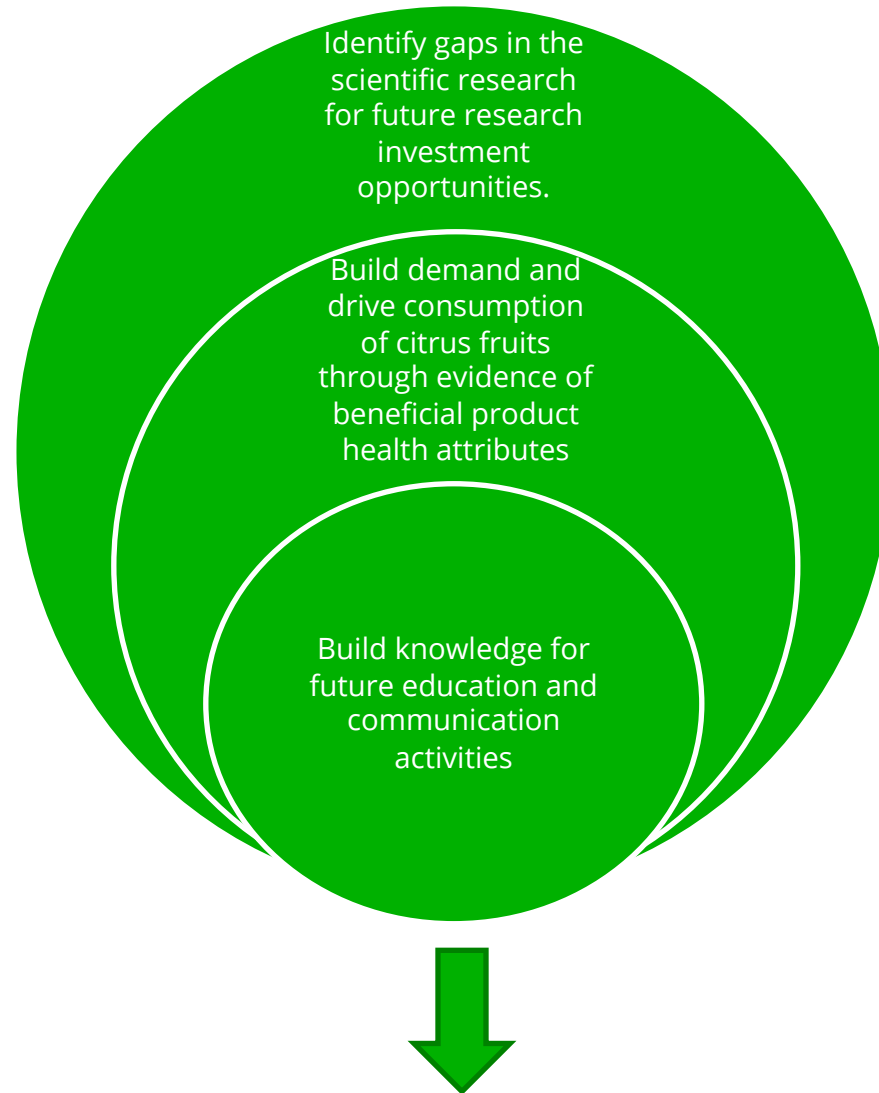


# Strategic Objectives

## Increase citrus health knowledge and recommendations

- Increase health professionals and health influencers knowledge of the science underpinning the health benefits of citrus fruits, which will in turn lead to increased prioritization and recommendations of citrus fruits within consumer diets and eating plans
- Position citrus fruits as an important component of a healthy diet and showcase their unique value proposition in contributing to diets across the globe by supporting health and wellness, particularly as consumers become more interested in plant-based eating patterns.
- Educate health professionals about the health benefits and culinary uses of Australian citrus through a program of activities that are informed by credible science.
- Develop a health professional communications plan to disseminate project outputs developed from the CT20004 project
- Create relevant and useful resources to educate health professionals about the benefits of citrus fruit and the supporting research
- Position Citrus Australia as a go-to destination for all information relating to Australian citrus fruit
- Establish networks of health professionals for future citrus communication programs

# SIP Objectives & Outcomes



1. Increased industry awareness of the health and nutritional benefits which citrus fruit provides.
2. Nutrition & health stakeholders recommend citrus fruit due to enhanced understanding of benefits.
3. Consumers are informed and inspired to consume citrus fruit.

# CT20004 Project Outputs

## 3 core deliverables

- *Citrus, nutrition and health – a review of the science* (for industry and professionals)
- *Sensational citrus – the nutrition and health benefits of Australian citrus* (consumer-friendly)
- Website enhancement recommendations (for industry)

Health influencer strategy

Scientific report

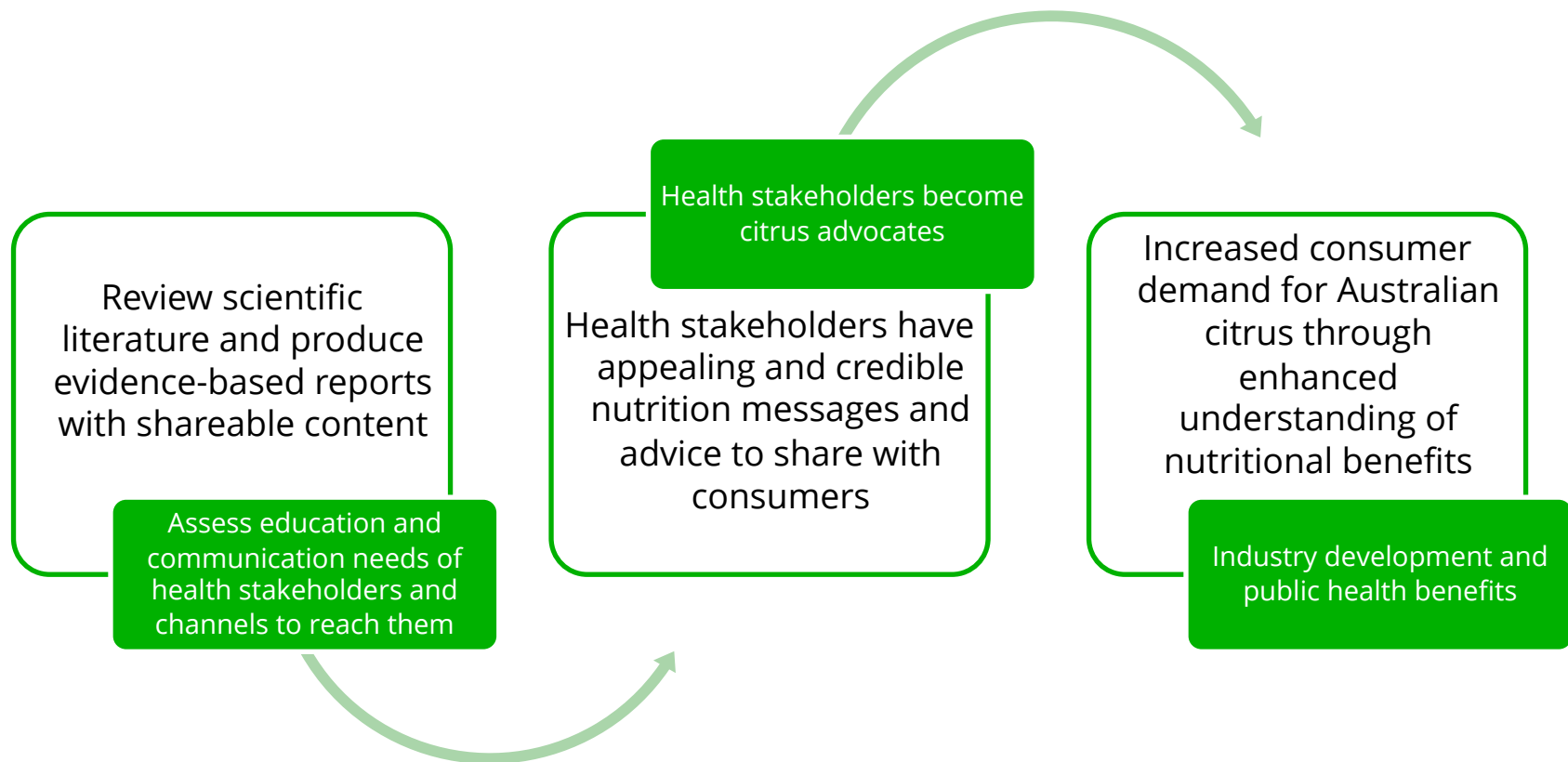
Consumer-friendly report

Website enhancement

+ agreed additional deliverable:  
**Health influencer strategy**



# Why Health Influencers?



# Health Influencer Audiences



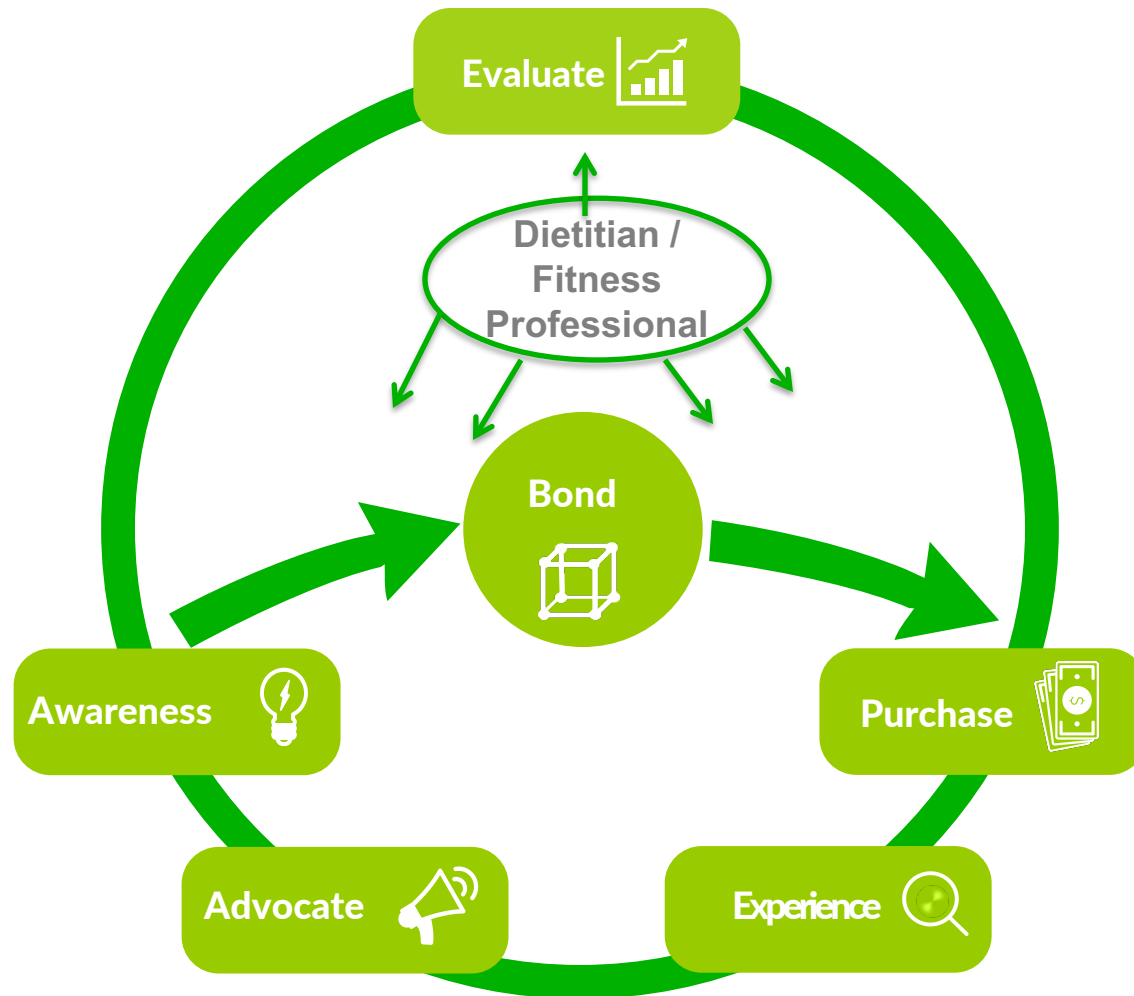


# Priority Audiences





# Health Professionals as Influencers



## Dietitian Market Size:<sup>1</sup>

- 6,525 Australian dietitians
- 1,912 work in private practise
- ~ 700 sports dietitians

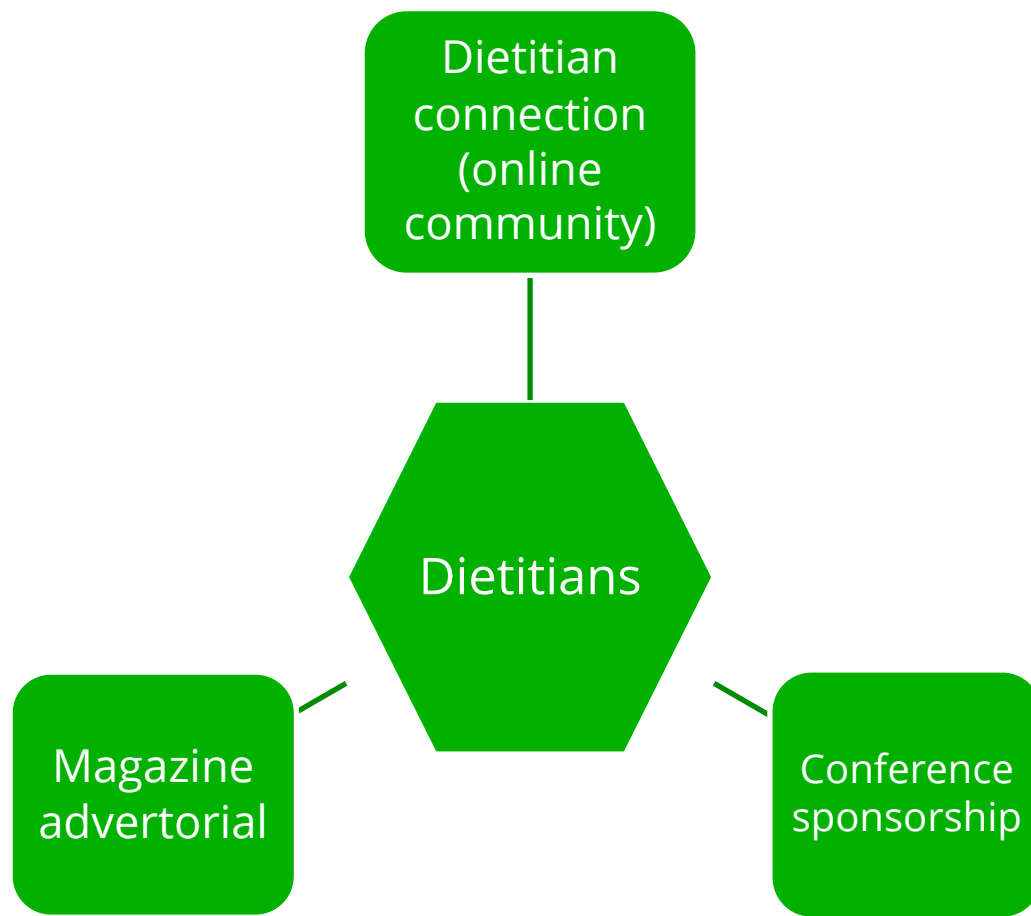
## Fitness Professional Market Size:

- 23,000 in Australia<sup>2</sup>
- 8,000 personal training businesses<sup>3</sup>

1. Dietitians Australia and Sports Dietitians Australia data 2020
2. <https://fitness.org.au>
3. <https://www.ibisworld.com/au/industry/personal-trainers/4195/>

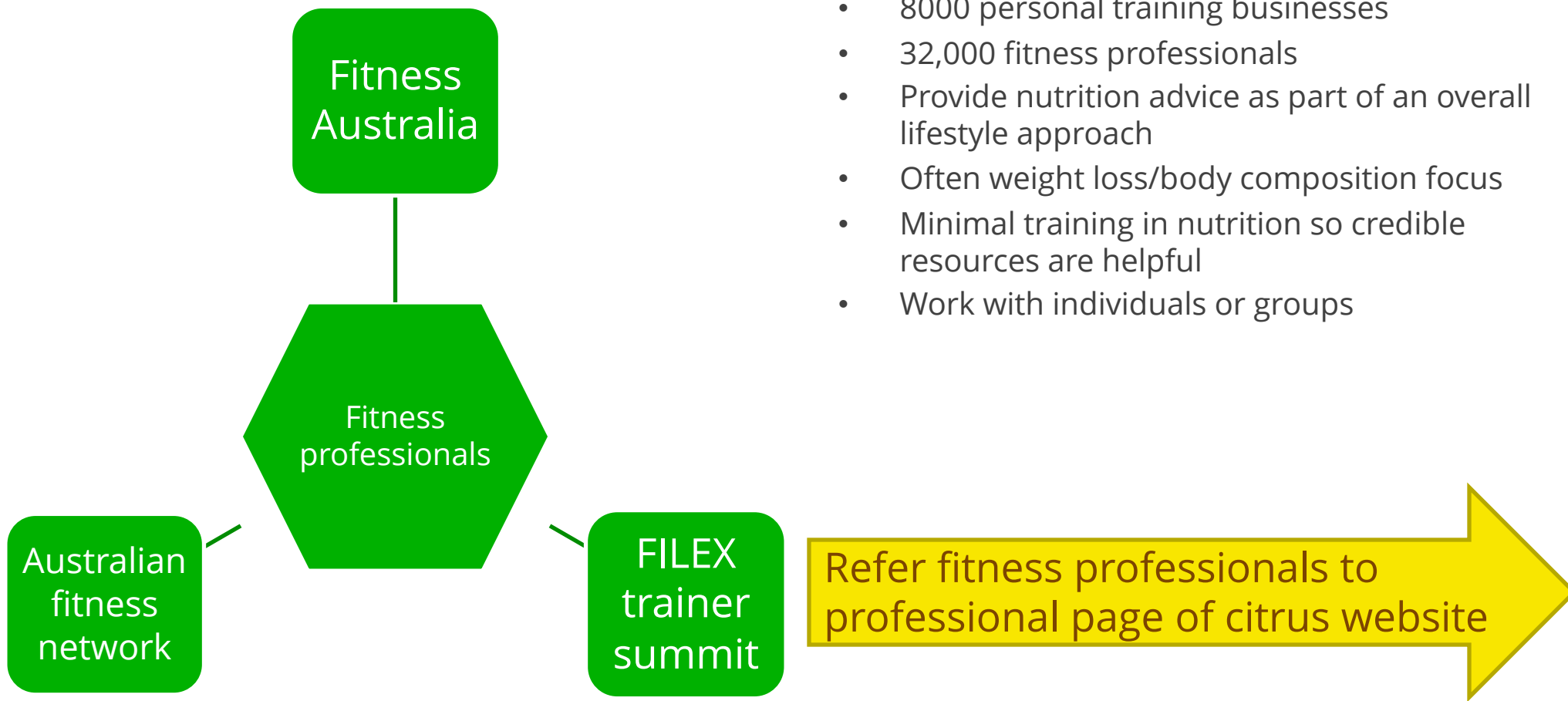
Ref: McKinsey new customer journey model

# How Reach Dietitians



- 6,525 Australian dietitians
- Most trusted health professional for nutrition advice (2017 amnipoll survey)
- Their point-of-difference is they provide recommendations based on scientific evidence
- Profession is regulated (Credentialled, Code of Professional Conduct, Statement of Ethical Practice)
- Micro influencers but high degree of influence
- They seek credibility when promoting products/foods
- Primary relationship is face-to-face however can also influence groups and organisations depending on their setting (e.g., community health, food service)
- Appreciate culinary as well as health content
- Influence institutional food service (i.e. Hospitals and aged care)

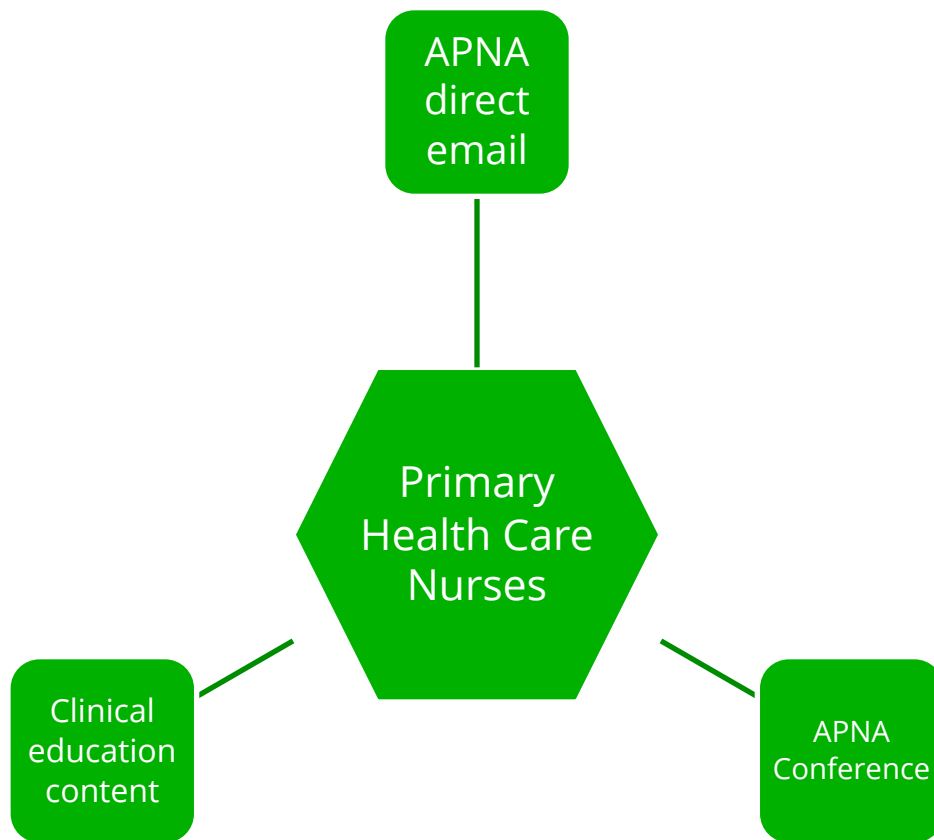
# How Reach Fitness Professionals



- 8000 personal training businesses
- 32,000 fitness professionals
- Provide nutrition advice as part of an overall lifestyle approach
- Often weight loss/body composition focus
- Minimal training in nutrition so credible resources are helpful
- Work with individuals or groups

# Secondary Audience

## Primary Health Nurses

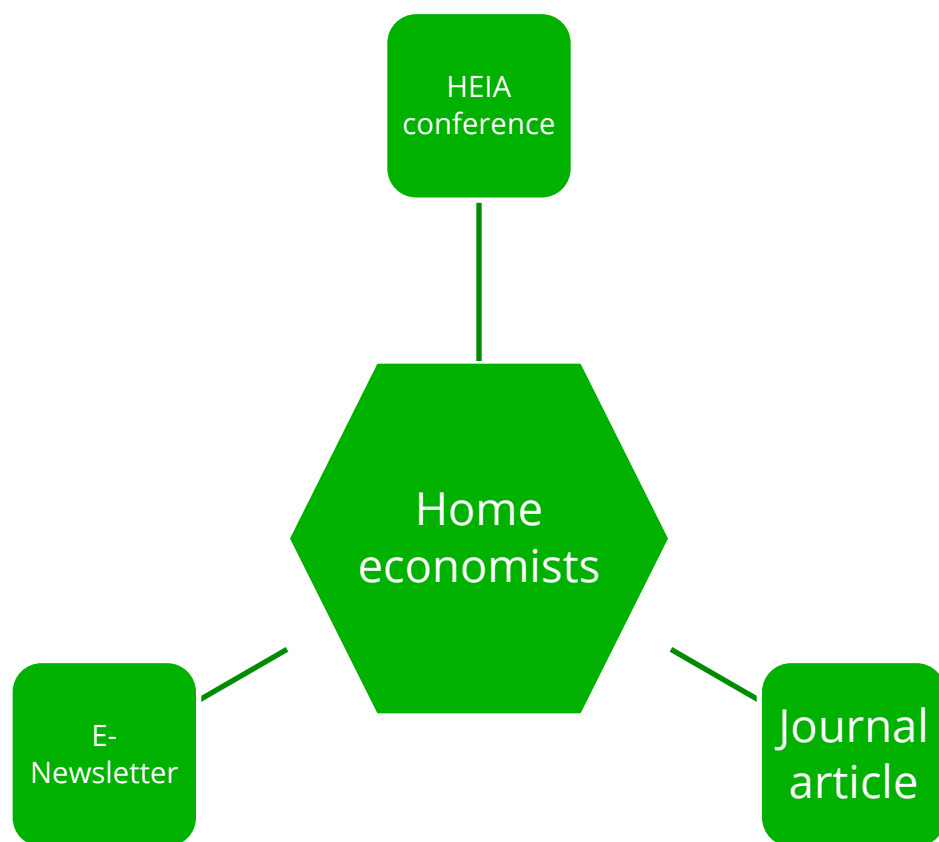


- Primary Health Care nurses work delivering primary care in the community, including General Practice, aged care, schools
- Represented by Australian Primary healthcare Nurses Association (APNA)
- Around 80,000 in Australia
- Spend more time with patients than GPs
- Proactive care and health promotion to keep people healthy
- Good opportunity to educate patients about healthy diet and lifestyle

Refer APNA members to professional page of citrus website

# Secondary Audience

## Home economists

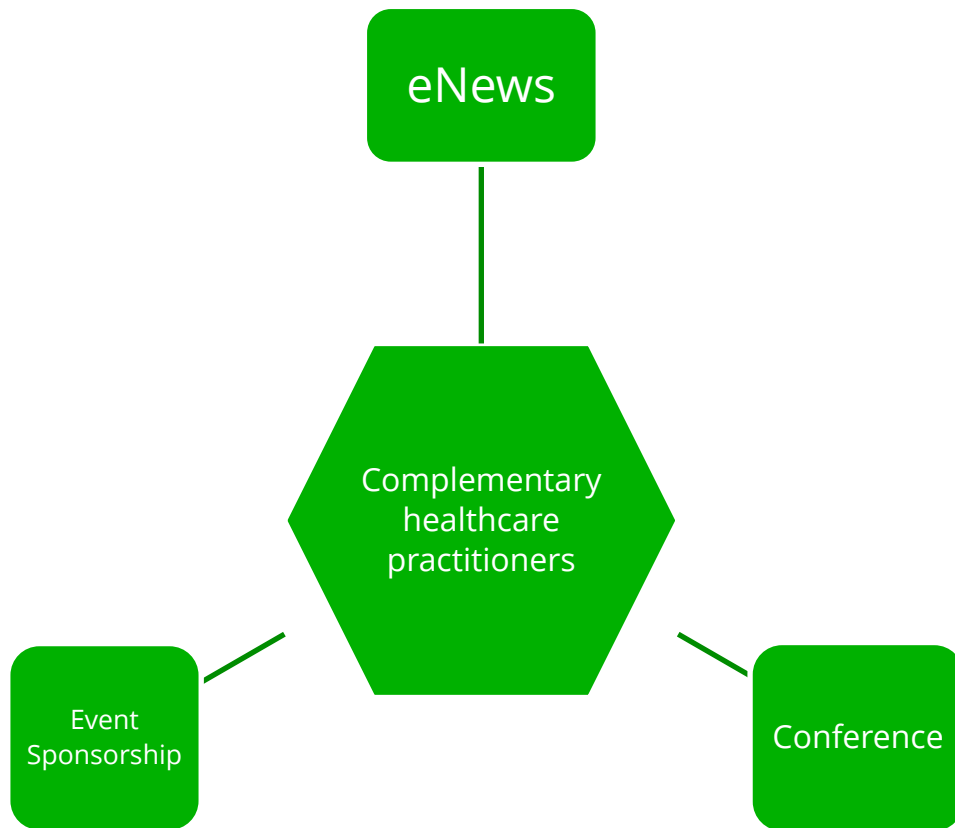


- Home economics is a multidisciplinary subject which promotes the wellbeing of families and communities, including nutritional health.
- Home Economics Institute of Australia (HEIA) is the peak professional body of home economics in Australia.
- Home economists work in education, community health and industry.
- Can influence the up-and-coming generations via school learning
- Trade exhibits, conference, journal

Refer HEIA members to professional page of citrus website

# Secondary Audience

## Complementary practitioners



- Australian Natural Therapists Association (ANTA) - ENews
- Australian Naturopathic Practitioners Association Inc. (ANPA) e-newsletter

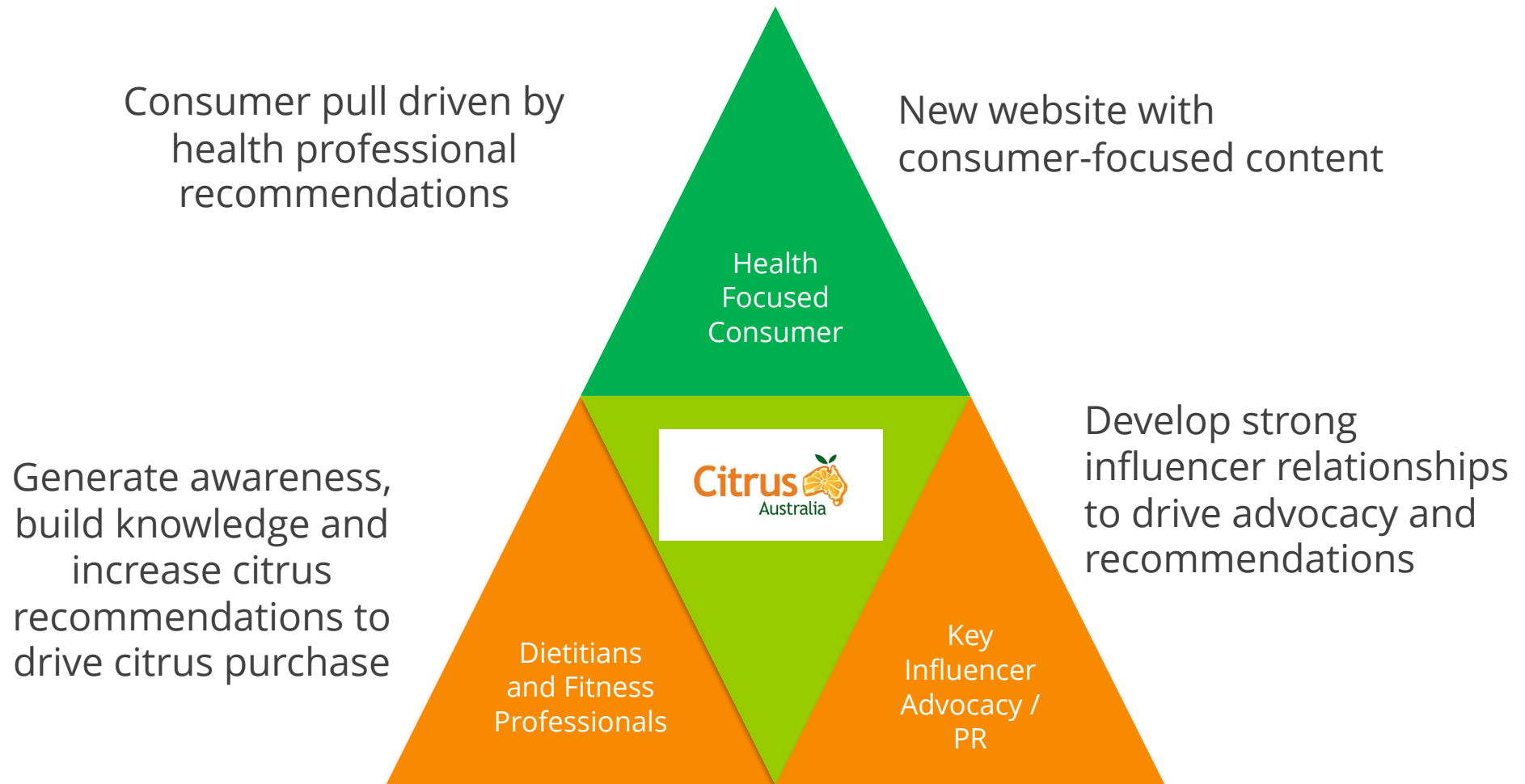
Refer practitioners to professional page of citrus website



# Strategy Framework

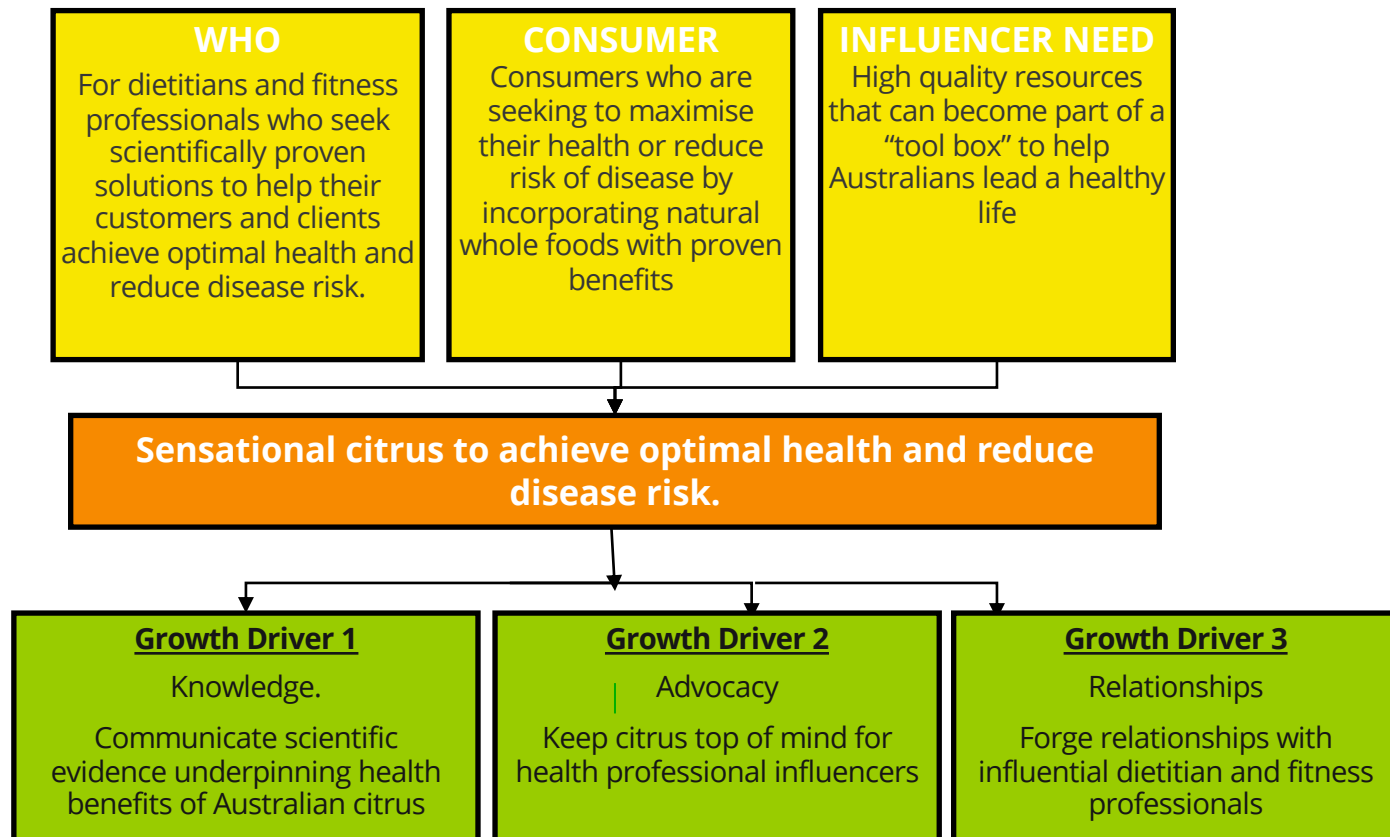


# Multi-Pronged Strategy



# Strategic Framework

Citrus Australia Health Influencer Strategic Objective  
Australian citrus be recognised and recommended as a core daily food that can support optimal health and reduce disease risk



# Strategic Pillars

## Knowledge

**Raise awareness amongst dietitians and fitness professionals about the health benefits of Australian citrus**

Communicate scientific research and position citrus as a core component of a healthy diet

## Approach

- Create dedicated health professional web page that educates dietitians about the science and health benefits of Australian citrus
- Establish communication strategy for ongoing engagement (e.g. newsletters, conferences, webinars, podcasts, social media)

## Advocacy

**Increase recommendations and empower health professionals to include citrus produce in every day meal plans and diet recommendations**

Develop relevant resources for health professionals “tool box”

## Approach

- Develop patient/client-centric resources that health professionals can use as part of their tool kit
- Conduct benchmark research to determine baseline knowledge and attitudes towards citrus
- Engage with health professionals via an ongoing program of communication to consistently remind them to recommend citrus.

## Relationships

**Establish influencer relationships to drive advocacy and recommendations of Australian citrus**

Leverage KOLs with large community reach to amplify citrus messages

## Approach

- Influencer outreach program and associated activities (e.g. citrus farm event).
- KOL advisory group – select KOL influencers to advise on strategic direction for citrus nutrition research
- Create a calendar of engaging events to deepen connection with priority audiences

# Suggested Activities



# Social Media

Drive the hashtag  
#sensationalcitrus

Social media is a good channel for health influencers as well



- Gorgeous images
- Culinary
- Creative

FOODIE



- Short messages
- Scientific findings
- Health benefits

ACADEMIC

facebook

- Messages and images
- Recipes
- Usage ideas

PERSONAL

Increase shared content. Increase recommendations. Boost traffic to website



# Health Influencer Content

## Existing content

- Health professional page of website
- Consumer-friendly report
- Existing recipes



## Proposed new content

- Infographics
- New recipes
- Short videos
- Citrus nutrition newsletter (*'The Squeeze on Citrus'*)
- Blog posts by guest nutrition experts
- Consumer-friendly report e-book
- Research hub (showcase new research)
- Facebook live quick and easy recipes and usage ideas with nutrition tips
- Aged care specific resources
- Quarterly edm

# Health Influencer Events

## Conferences

- Dietitians Association Annual conference (August 2022)
- Dietitians Day Event (20 May 2022)
- FILEX (May 2022)
- Sports Dietitians Australia
- Food Service Expo

## Citrus Events

- Farm tours with select influencers
- Interactive webinars – distribute tasting kits with range of citrus products
- Cooking demonstrations to showcase how to use citrus in everyday meals and recipes





# Questions & Discussion