

## CRN CMOC Q2 Virtual Meeting – Thursday, April 22, 2021

### Meeting Summary & Supplemental Materials

#### Updates

##### “What’s Inside is Alive” Probiotics Retailer Education Campaign

- CRN staff provided a brief overview of CRN’s probiotics retailer education campaign, “[What’s Inside is Alive.](#)”
  - Campaign deliverables available now include the [Retail Buyer’s Guide](#), an [educational video](#) for retail buyers, and infographics for both [retail buyers](#) and [consumers](#).
- The consumer educational video and scientific white paper are in development and will be available in early May.
- Contact [Holly Vogtman](#) with questions and visit [www.crnusa.org/probiotics](http://www.crnusa.org/probiotics) to access campaign deliverables.

##### “Vitamin D & Me” Consumer Education Initiative

- CRN staff provided an overview of progress on the development of the “[Vitamin D & Me](#)” [consumer education initiative](#) targeting U.S. adults 55 and older, which will highlight the significant amount of research occurring in the area of Vitamin D and COVID-19.
- The campaign website will feature research summaries on Vitamin D and COVID-19, along with video interviews with researchers, a round-up of significant articles, and other educational information.
- Contact [Kendall Ridley](#) with questions.

##### 2021 Consumer Survey on Dietary Supplements

- CRN is beginning the process of developing the 2021 [Consumer Survey on Dietary Supplements](#) questionnaire. Contact [Holly Vogtman](#) with questions about the survey and to express interest in getting involved with the Consumer Survey Advisory Committee.

##### Shopping for Health 2021

- CRN will continue to sponsor the 2021 Shopping for Health (SFH) annual event. What is historically a yearly conference for RDs, nutritionists, and consumer advisors at supermarket retail chains has shifted this year to focus on individual outreach programs and personalized sponsorship opportunities.
- CRN is working with the SFH producers to design a custom outreach program to amplify CRN’s education campaigns. Contact [Holly Vogtman](#) with questions.

##### WellComms

- Registration is now open for [WellComms](#), the premiere conference for communications and marketing professionals in the wellness space, taking place June 16–17. Learn more and register [here](#).
  - CRN members receive special pricing, with early-bird rates through May 17 and group incentives available, as well.
- Session topics include:
  - Emerging trends in the business of wellness
  - Getting your team to work smarter, not harder
  - Public relations best practices—risk management for wellness brands
  - Revelations from reporters on what gets their attention—and their coverage—in 2021
  - “The Situation Room”— Send us your most pressing workplace dramas and professional and challenges, and our panel of experts will solve them for you in real time. [Let us know what you’re up against.](#)
- Exciting agenda details to come! Contact [Kendall Ridley](#) with questions.

#### Show & Tell

##### ESG Report from Jamieson Wellness *with Ruth Winker*

- CMOC Chair Ruth Winker shared Jamieson Wellness’ [2020 Corporate Responsibility Commitment](#) document, discussing the development process and Jamieson’s experience producing the company’s first Environmental, Social, and Corporate Governance (ESG) report for investors.
- Contact [Ruth Winker](#) for more information and questions.
- Working on something interesting? Volunteer to share during Show & Tell at our next CMOC meeting! Share a major project you are working on, discuss challenges with your fellow wellness industry communications professionals, or seek input/feedback on an initiative you are driving. Contact [Emily Zavrel](#) with questions or to sign up.