

NOVEMBER 2, 2021

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# CRN Communications & Media Outreach Committee

## **2021 Q4 Virtual Meeting**

# Welcome!

While we wait for everyone to join the call,  
let's check in with a quick poll.

Go to **menti.com** and enter code **2384 6310**.

Then, AFTER the call, record a quick video of your takeaways:

**[www.crnusa.org/voices](http://www.crnusa.org/voices)**

# CRN Communications Staff Transitions

# Vitamin D & COVID-19 Consumer Education Initiative

Vitamin D  
**& me!**™



# By the Numbers

Year to Date

Vitamin D  
**& me!**<sup>™</sup>

facebook Ads

 Google Ads

- Reach: **5.7 MILLION** people
- Website visitors: **163,000** unique users


# Facebook Advertising



**Facebook Feeds**

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Sponsored ·

Get the latest research and news in support of your health at the COVID-19 and Vitamin D Education Center.




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**Vitamin D & Me**  
Published by Kendall Ridley · September 14 at 10:55 AM ·

Stay up to date with breaking headlines on vitamin D and COVID-19



[HTTPS://WWW.VITAMINDANDME.ORG](https://www.vitaminandme.org)  
**Vitamin D & Me!**  
The COVID-19 & Vitamin D Education Center

[LEARN MORE](#)

153  19 Comments 69 Shares

Like Comment Share



# Social Media Promotion

**Vitamin D & Me**  
Published by Emily Zavrel · August 17 ·



"Vitamin D truly is the master controller of our immune system, the innate immune system and the adaptive system," observed Bruce Hollis in a recent interview.

Visit the #VitaminDandMe "Meet the Experts" page to hear our founding fathers of #vitaminD research share insights on clinical research, intake levels, claims, and more. We're spreading the word about the important role vitamin D plays in supporting #immunehealth. <https://www.vitaminandme.org/>

**A Conversation With a Founding Father of Vitamin D Research, Dr. Bruce Hollis**

With over 200 publications, here's what Dr. Bruce Hollis really thinks about vitamin D!

Vitamin D &me!

Brought to you by  



113 People Reached      13 Engagements


5

**Vitamin D & Me**  
Published by Emily Zavrel · October 27 at 12:50 PM ·

Supplementation with #vitaminD is associated with improved clinical outcomes in #COVID19 patients, including reduced ICU admission and mortality, according to a new systematic review and meta-analysis published in the Journal of Endocrinological Investigation.

Visit the #VitaminDandMe site for more leading research, expert video interviews, news, and educational content about vitamin D and COVID-19.

<https://www.vitaminandme.org/vitamin-d-supplementation-and-clinical-outcom...> See more



VITAMINDANDME.ORG

**Vitamin D supplementation and clinical outcomes in COVID-19: a systematic review and meta-analysis**

# Vitamin D & Me Content Outreach

- Nutrition Industry Executive
  - *"Vitamin D & Me!"*, Sept. 2021
- Academy of Nutrition and Dietetics

 Academy of  
Nutrition  
and Dietetics

CRNUpdate

## Vitamin D & Me!

Your source of in-depth information on vitamin D & COVID-19

By Luke Huber, ND, MBA and Susan Hewlings, PhD, RD

In January 2021, former U.S. Surgeon General Richard H. Carmona, MD, MPH, FACS, sounded a clarion call in an op-ed published in Medpage Today. Carmona argued that as the U.S. was breaking records in the number of daily deaths due to COVID-19, we did not have the luxury to await perfect evidence or more studies to act. The action he called for is to eliminate vitamin D deficiency, which he said, even then, was a potential morbidity and mortality risk factor in COVID-19. Carmona's compelling op-ed got many of us in the industry thinking about not only his call to action but also the lack of a comprehensive resource to present the data, both for clinicians and the public at large.

The ultimate result of that data vacuum is the creation of Vitamin D & Me!, the COVID-19 and Vitamin D Education Center, connecting visitors with expert information and resources. The website provides an educational, evidence-based, informative and dynamic source of unbiased scientific information related to vitamin D and COVID-19. The target audience for the initiative is individuals aged 55 and up, a group at higher risk for vitamin D deficiency and worse outcomes with COVID-19; however, the content provided is applicable to people of all ages. With conflicting information and evolving research in the area of vitamin D and COVID-19, Council for Responsible Nutrition (CRN) members believed there was a need to provide an information source that compiles and shares unbiased information on the topic with the public. As the pandemic stays with us and concerns about the delta and other variants multiply, the website is more timely than ever.

The website contains four main types of content in distinct sections accessible from the home page: "Review the Research," "Meet the Experts," "Get Educated," and "D in the News."

The "Review the Research" page contains research summaries and a list of clinical trials of vitamin D and COVID-19 that are currently in progress. For the research summaries, CRN part-



nered with Nutrasource to conduct a systematic review of the peer reviewed literature using an approach established by the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) established for published systematic reviews. Study summaries include a feature "take-home message" for each review. This literature search is conducted regularly to provide up-to-date summaries of the latest published research for the site. For example, a summary was recently added for a meta-analysis entitled, "A Systematic Review and Meta-Analysis of Effect of Vitamin D Levels of the Incidence of COVID-19," which included 13 studies with data from 14,485 participants across eight countries. The researchers concluded, "Low serum vitamin D level is statistically and significantly associated with the risk of COVID-19 infection. Supplementation of vitamin D especially in deficiency risk groups is indicated."

In addition to the research summaries, the website includes an education section ("Get Educated") which describes foundational information about vitamin D, including easy to understand information about the immune system and the potential mechanism of action by which a relationship between vitamin D and COVID-19 may exist. The educational section is referenced and, while robust and scientific, is written for a broad audience.

The "In the News" section provides links to news items covering vitamin D and COVID-19, including news from political leaders, major health organizations and research updates. This section is also updated regularly as new articles emerge.

"Meet the Experts" is one of the more impressive sections of the site, providing video interviews with lead-

ing vitamin D experts, many of whom are actively researching vitamin D and COVID-19 in clinical settings. In this section, Nutrasource CEO William Rowe interviews top scientific experts about research, public health considerations, clinical applications and other cutting-edge topics. The videos and podcasts are conversational, informative, engaging and offer meaningful perspectives on the importance of vitamin D in health promotion and disease prevention.

Vitamin D & Me! is also fully searchable with a search bar at the top of each page. With the large amount of content on the site, a robust search feature was developed to help visitors easily find the information they are seeking. All sections of this data-rich site are continually updated as new information emerges in this rapidly changing area.

The campaign to promoting this educational initiative has reached more than 5.6 million Americans so far. The site will continue to be a resource as the health crisis marches on and data regarding the application of vitamin D to COVID-19 cases continues to be developed and published. All members of the industry who are reading this should share this important resource. Whether it is adding a line to print or online advertising, running a mini public service campaign on your social channels, or making sure your sales staff and call centers are aware of and can refer relevant constituencies to the website, we all have a role to play in getting this vital information out. The easiest way to get personally up to speed—and stay there—is to register for updates on the website and follow Vitamin D & Me! on Facebook and on YouTube.



Luke Huber is vice president of scientific and regulatory affairs at the Council for Responsible Nutrition.



Susan Hewlings is director of scientific affairs at Nutrasource and Faculty at Central Michigan University.

September 2021 ■ www.nisimagazine.com

Nutrition Industry Executive 23



Council for Responsible Nutrition



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# Recap & Takeaways: CRN's annual signature events

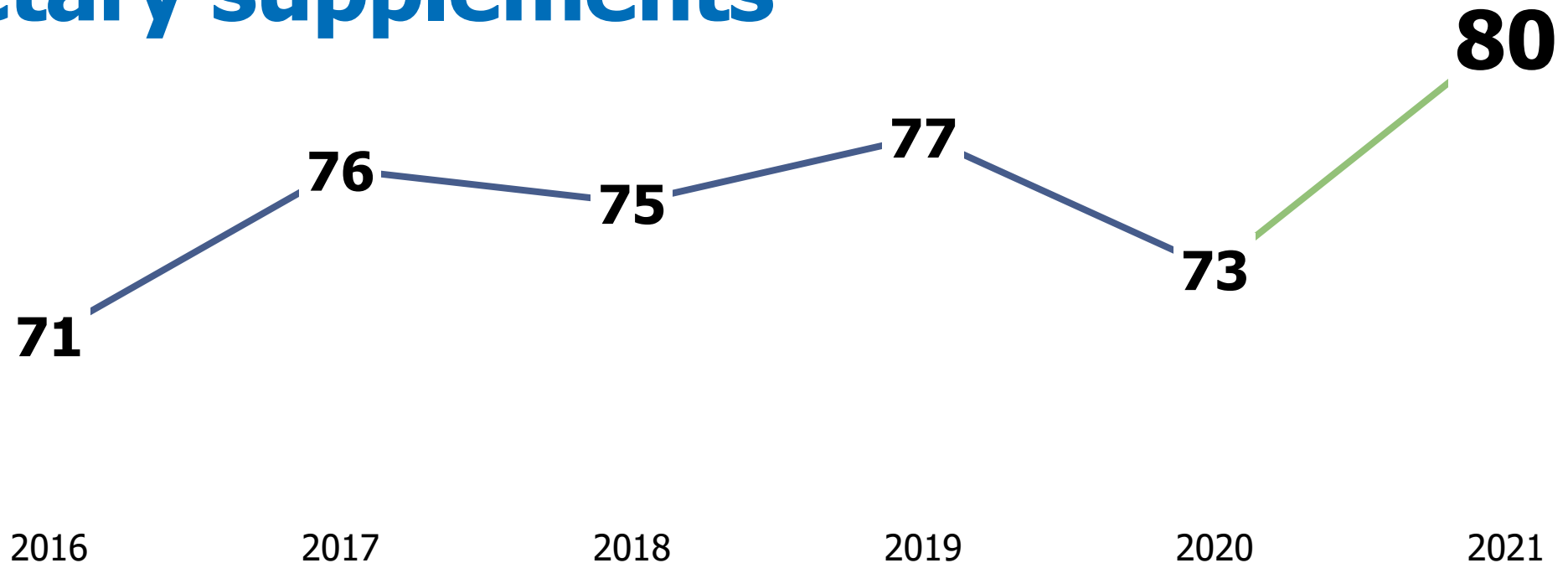


# CRN Consumer Survey on Dietary Supplements

- Sample of 3,089 U.S. adults, ages 18+
  - Includes n=2,421 supplement users
- Includes oversamples of Black, Hispanic, and Asian/Pacific Islander respondents
- Interviews conducted August 2021



# Percent of Americans taking dietary supplements



# What supplements do consumers take?

- 1** **Multivitamin** – 75%
- 2** **Vitamin D** – 52%
- 3** **Vitamin C** – 40%
- 4** **Calcium** – 25%
- 5** **Vitamin B/B Complex** – 24%

# It's all about trust



Nearly 4 in 5 (79%) adults believe the dietary supplement industry is **trustworthy**.

# Branded ingredients

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**57%** of supplement users agree



“Supplements made with branded ingredients **work better** than those made with generic ingredients.”

**63%** of supplement users agree



“I am willing to **pay a higher price** when it comes to supplements with branded ingredients.”

**70%** of supplement users agree



“I find **more confidence** using supplements made with branded ingredients.”

**63%** of supplement users agree



“Supplements made with branded ingredients can **cost more** because they are **more effective and better quality.**”



# Oversample insights

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## COVID-19 impact

**Hispanic people** were most likely to report a **change in their supplement routine** as a result of the COVID-19 pandemic.

## Supplement users

**Black** supplement users are significantly more likely than other groups to report the use of supplements to help them with their **blood pressure**.

## Non-users

**Asian Americans** are most likely to believe their **diet is sufficient** (40%) and cite **concerns about safety** of supplements.

# Buy the numbers

Price: \$6,000

**CRN member  
price: \$4,500**



Visit [www.CRNSupplementSurvey.com](http://www.CRNSupplementSurvey.com) to learn more and purchase.

# Save the Date!

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*well*comms™

– tentative dates –

May 19–20, 2022  
Washington, DC

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# Show & Tell

**Laura Randazzo**

*Senior Director of Business Development, Creative Services, Inc.*

An illustration of a hand holding a smartphone. The phone's screen displays the text 'WE WANT TO HEAR FROM YOU' in blue, bold, sans-serif font. To the right of the text, there are three icons: a 'HIDE' button, a camera icon, and a lightning bolt icon with a slash through it. A second hand is shown pointing at the camera icon on the screen.

***WE WANT  
TO HEAR  
FROM YOU***

[www.crnusa.org/voices](http://www.crnusa.org/voices)

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*See you  
next quarter!*