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First draft review

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To: Justin Wagstaff <justinwagstaff@mail.weber.edu>

Does the document effectively address the need of the audience?

Yes, I think particularly the statistics (especially the adulteration ones) stand out as shocking information that a consumer could remember and share with other people. That alone can make them stop and think more carefully about their purchases, and want more proof of what the "good" products are. I feel the What To Do section is what they care about the most and may need to be cleaned up just a tad (see my comment for that in the next question).

Can you please provide any suggestions for improving the quality of the document?

Small edit - in the COVID section, you copy and pasted something, and the font style was changed. You'll want to make sure it's all the same font, as that was distracting to read. Also, I'm assuming that the Turkey study figure is on the website, but not in this paper?

Top of page 10 - *Identify express and implied claims* - did you mean "expressed"? Also, as a reader, I don't know what either of these mean. An example would be good here, since you're saying I should do this myself when reading labels, and I don't know what to look for. I would almost change this to "IGNORE the claims and look at the facts - what the active ingredients are that could cause effects in the body, the inactive ingredients used, and the amounts of ingredients compared to recommendations made by organizations like...(and providing them those fact sheets or websites here). This is one I would definitely add - <https://ods.od.nih.gov/factsheets/list-all/> and I would mention the "Dietary Reference Intakes or DRIs" for vitamins and minerals. Therefore, you could flip these around and do #1, then #3, then #2 for this section.

Can you please offer any suggestions for improving the writing skills of this student? I thought it was great! I liked how you said "One must wonder what is driving this growth" in the market info section. It implies that you are saying "we really need to do this, it's important" instead of just saying "many might wonder". Not being passive aligns with the fact that you are educating us that we NEED to be more aware of these things. If that wasn't intentional, then just make note of this and continue writing this way in the future.

I think your writing style and level is good for the general public to read. I would try to shorten sentences up wherever you can though. An everyday person is going to want a short and to-the-point document or they might get bored, or feel it's too technical sounding (it's a hard balance, because you also want them to feel it is quality work from a university). One example is "There are several things recommended we all can do to analyze any supplement to determine if it is safe and necessary for us (25)." - I would remove the word recommended. The fact that you are the expert in this situation, and you're saying "here's what to do" tells me you are recommending it. Find ways to cut out unneeded words.

This does not need to be added, because short and concise is better for the public, but I felt you could summarize this statement in simpler terms the consumer would understand better, after stating this fact: *"for companies intending to introduce a new product containing a "new dietary ingredient" not previously approved by DSHEA, they must submit a new dietary ingredient notification to the FDA, providing evidence that the ingredient is "reasonably expected to be safe. (7)"* I would add right after that something pointing out very blatantly, that this means the company decides the ingredient's safety, which we need to accept with an understanding that there could be bias or subpar testing. Again...just a thought, not something you actually need to add, because you do mention the financial benefits the companies get in the next section. I'm just emphasizing that when I teach people this kind of stuff, you usually have to repeat what you just said in different terms to get it to really sink in, so anything that's really important, but may have been hard to understand, you should almost say twice in different wording. I wouldn't do that for technical or scientific writing to professionals though, just the lay public.

In the "one must wonder" section, you start by talking about physician's recommending them, then make a point about media and ads, and then go back to physician recommendations as if it hadn't been brought up yet. It just seemed like that would make more sense and have better flow to move those statements about the "quarter of individuals" at the bottom up by the other physician statistic.

Will you be able to use this document in your organization as it is intended?

I'm interested in seeing the site, which would be the usable form of the document.

[Quoted text hidden]

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