

Counseling Gen Z: How Should it be Different?

Jumana Bashiti, RD

Senior Registered Dietitian

Abdali Hospital
Amman, Jordan

مستشفى العبدلي
ÄBDALI HOSPITAL
Member of Clemenceau Network



**NAPOLI
2023**

In accordance with «EACCME criteria for the Accreditation of Live Educational Events», please disclose whether you have or you have not any conflict of interest with the companies:

I have no potential conflict of interest to report



Who are Gen Z ?

- ❑ Gen Z are the generation born between 1997-2010 (age range 13-27)

Characteristics of Gen Z:

- ❑ “Technology natives”
- ❑ Easy access to information
- ❑ Individualistic and Independent
- ❑ Shorter attention span
- ❑ Rely on social media for health info



Gen Z

- ❑ Significant increase in rates of overweight & obesity.
- ❑ Increase in societal focus on weight loss & dieting behaviors.
- ❑ They are more likely to be influenced by food & beverage label claims like “Natural”, “Clean ingredients”, “Organic” & “Plant-based” than other generations.

**Let's talk about the story of the patient that
changed OUR practice**



Things I learned from Counseling Gen Z Patients

1. Technological Integration is Key:

- Utilizing nutrition apps, wearable devices, and telehealth solutions can help track their dietary habits and progress more effectively.



Things I learned from Counseling Gen Z Patients

2. Make Information Visual & Bite-sized: Infographics, short videos, and interactive content can aid in conveying complex dietary concepts effectively.

3. Foster Virtual Peer Support: Harnessing the power of social platforms to create supportive communities or online groups where they can share their experiences, challenges, and successes can provide them with the peer support they crave.



Things I learned from Counseling Gen Z Patients

4. Use Personalized and Data-Driven Approaches: Generation Z values *personalization*.

- Explaining the necessary habit changes within the context of and health empowers them to take ownership of their journey.
- Tailoring dietary advice based on their preferences, cultural backgrounds, and genetic predispositions can make nutrition counseling more relatable and effective.

Things I learned from Counseling Gen Z Patients

5. Flexibility and Adaptability are key:

- Adaptable dietary plans that accommodate their changing lifestyles.
- Providing alternatives for on-the-go meals, travel-friendly options, and strategies for navigating social events can help them maintain their nutrition goals without feeling restricted.

Things I learned from Counseling Gen Z Patients

6. Psychological and Emotional Support:

- Mental health awareness is a hallmark of this generation.
- Address issues like:
 - Body image
 - Self-esteem
 - Emotional eating.
 - Relationship with food

Conclusion

- Our approach to nutrition counseling for Gen Z with obesity must be as dynamic and forward-thinking as the generation itself.
- By embracing their technological fluency, personalization preferences, and cultural diversity, we can create counseling strategies that resonate with them and ultimately lead to improved patient outcomes.