

THE MAHA MOVEMENT: HOW
CAN REGISTERED DIETITIANS
CORRECT MISINFORMATION
AND COLLABORATE TO
ADDRESS CONCERNS?

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What is the MAHA Movement?

Common MAHA Values and Beliefs

Strategies for Addressing Misinformation

Partnering with the MAHA Community

Lessons Learned and Best Practices

OVERVIEW

LEARNING OBJECTIVES

1

Describe the key beliefs and messaging of the Make America Healthy Again (MAHA) movement led by RFK Jr., including its perspectives on food safety, preservatives, and vaccines, and explain how these influence client attitudes and nutrition behaviors.

2

Demonstrate effective, evidence-based communication strategies that registered dietitians can use to address misinformation and build trust when collaborating with clients influenced by the MAHA movement.

- 1.7.2 Recognizes the importance of diversity, orientation, social and cultural norms that may have an impact on individuals, groups and plans of care.
- 3.1.3 Tailors messages and communication methods to meet the needs of target audiences.
- 5.2.6 Integrates relevant information with previous learning, experience, professional knowledge, and current practice models



THE PURPOSE OF THIS WEBINAR IS TO EQUIP REGISTERED DIETITIANS WITH THE KNOWLEDGE AND COMMUNICATION SKILLS NEEDED TO EFFECTIVELY SERVE AND COLLABORATE WITH CLIENTS AND COMMUNITIES INFLUENCED BY THE MAKE AMERICA HEALTHY AGAIN (MAHA) MOVEMENT, WHICH IS LED BY RFK JR. AND FOCUSES ON FOOD SAFETY, SKEPTICISM TOWARDS FOOD INDUSTRY AND PRESERVATIVES, AND ANTI-VACCINE MESSAGES.

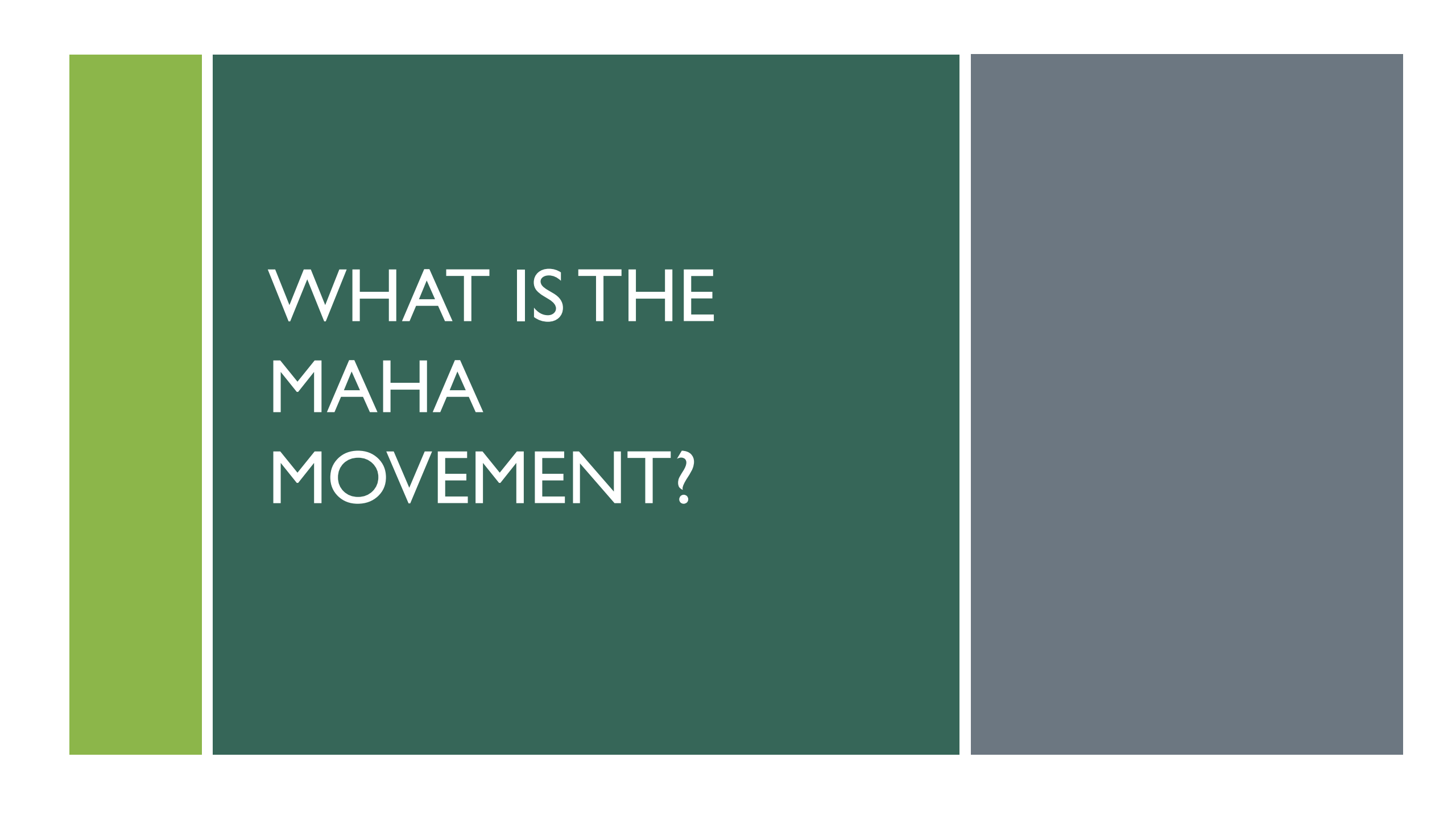
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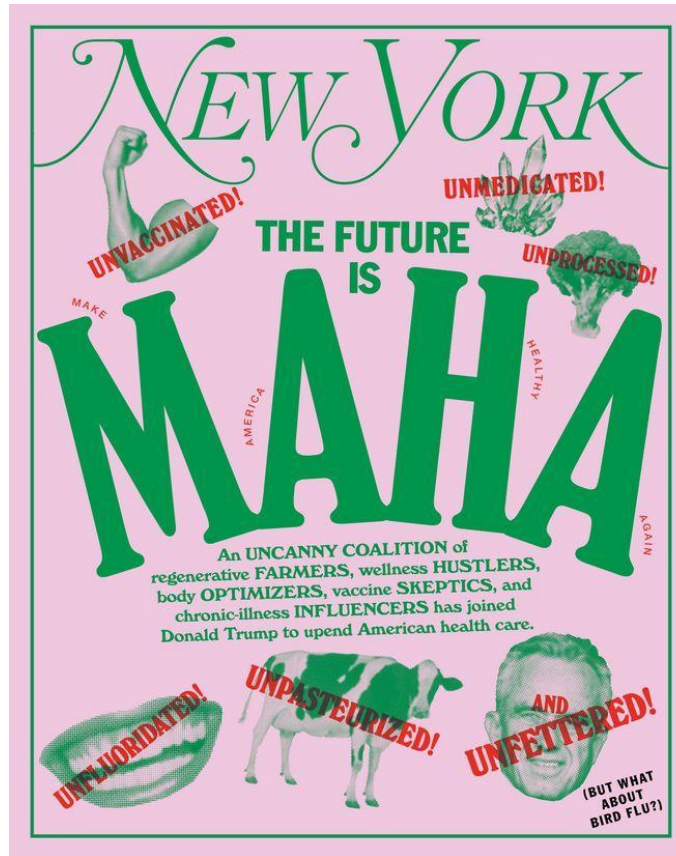
FUNDING



BIAS



WHAT IS THE MAHA MOVEMENT?



WHAT IS THE MAHA MOVEMENT?

•**Grassroots Origins**

A coalition of concerned parents, wellness influencers, chronically ill individuals, and supplement industry leaders skeptical of mainstream medicine.

•**Digital Influence**

The hashtag **#MAHA** has appeared in hundreds of thousands of videos, especially among moms who resonate with its messaging.

Core Focus Areas

- Environmental toxins
- Fluoride in water
- Ultra-processed foods
- Synthetic food dyes
- Chronic disease prevention
- Childhood vaccine schedule reform

Political Impact

- MAHA PAC** founded by RFK Jr.'s team
- Aims to transform public health, environmental policy, and government accountability
- Described as a powerful force post-2024 election

Public Sentiment

- The “MAHA curious” are divided
- Many oppose extreme anti-vaccine measures

WHAT IS THE MAHA MOVEMENT?

-
- At Make America Healthy Again (MAHA) PAC, we are uniting health-conscious, independent-minded voters to champion transformative policies and hold government agencies accountable. Through sophisticated voter targeting, strategic advocacy, innovative outreach, and data-driven initiatives, we remain committed to the following key priorities:
 - Tackling chronic disease epidemic
 - Advancing regenerative ag
 - Protecting natural habitats
 - Exposing corporate corruption
 - Eliminating environmental toxins

WHAT DOES MAHA SAY ABOUT NUTRITION?

MAHA Commission

Established by Executive Order 14212 on February 13, 2025, by President Trump.

Led by HHS Secretary Robert F. Kennedy Jr., with support from senior White House officials and Cabinet agencies.

Mandated Deliverables:

- **Initial Assessment** within 100 days.
- **Strategy Report** within 180 days.

Assessment Released May 22, 2025:

- Diagnosed rising childhood chronic disease.
- Identified four key drivers:
 - Poor diet
 - Chemical exposures (PFAS, pesticides, heavy metals)
 - Stress and physical inactivity
 - Over-medicalization (e.g., pediatric prescription drug use)

WHAT DOES MAHA SAY ABOUT NUTRITION?



This Strategy Report pivots from diagnosis to execution across four pillars – advance research, realign incentives, increase public awareness, and foster private collaboration – with a heavy emphasis on doing more under existing authorities.

Released September 9 as part of the *Make America Healthy Again* initiative.

- Aspirational in nature, outlining future research and policy priorities.
- Builds on previous MAHA Report but continues to rely on unsupported or poorly sourced claims.
- Raises concerns about the integrity of government-funded research, suggesting it may discourage dissenting scientific views.
- Includes over 120 recommendations across federal agencies, focusing on executive actions to address childhood chronic disease.

WHAT DOES MAHA SAY ABOUT NUTRITION?

Nutrition & Food Access

- FDA to modernize infant formula nutrient requirements and reduce barriers to foreign-made products.
- Introduction of “MAHA Boxes”: whole-food meal kits for SNAP participants, though effectiveness remains unclear.
- USDA/HHS to refresh Dietary Guidelines (2025–2030) and define ultra-processed foods for future policy.

Consumer Regulation

- FDA to develop Front-of-Pack labeling rules, suggesting consumers need clearer nutrition guidance.
- Strategy implies skepticism about individuals’ ability to make informed health decisions.

Personal Health & Autonomy

- Pages 15–18 list areas like vaping, fitness, diet, and pain management as personal health domains the government should not regulate.

Research & Data Integration

- NIH to launch MAHA Chronic Disease Initiative using a “whole-person health” lens.
- Creation of a Real-World Data Platform (RWDP) linking health records, claims, and wearable data.

Clinical & Programmatic Focus

- Emphasis on nutrition science, food-as-medicine, oral-systemic disease links, and pediatric gut microbiome.
- FDA to reform GRAS standards and limit petroleum-based food dyes.
- Expansion of breastfeeding support, VA meal alignment, and healthy hospital food initiatives.

School & Community Health

- Launch of Make American Schools Healthy Again campaign to improve school nutrition and physical activity.
- Multi-theme education push: “*Food for Health*,” “*Real Food First*,” and “*Healthy Foods and Healthy Families*.”

CHANGES IN FEDERAL AND STATE GUIDANCE RELATED TO MAHA INITIATIVES

- Likely to see impacts with upcoming dietary guidelines, nutrition recommendations from the USDA, grant priority changes with updated terminology and research focus areas, changes in funding streams





VALUES AND BELIEFS OF THE MAHA COMMUNITY

THE RISE OF THE MAHA INFLUENCER

Cultural Influence: “Momfluencers” promote an idealized image of domestic life, often tied to “non-toxic” and “organic” products—language echoed by MAHA and RFK Jr.

Health Advocacy: MAHA resonates with women disproportionately affected by chronic illnesses and who feel dismissed by traditional healthcare systems.

Distrust in Institutions: Many MAHA supporters reject conventional medicine, seeking alternative approaches—even if untested or risky.

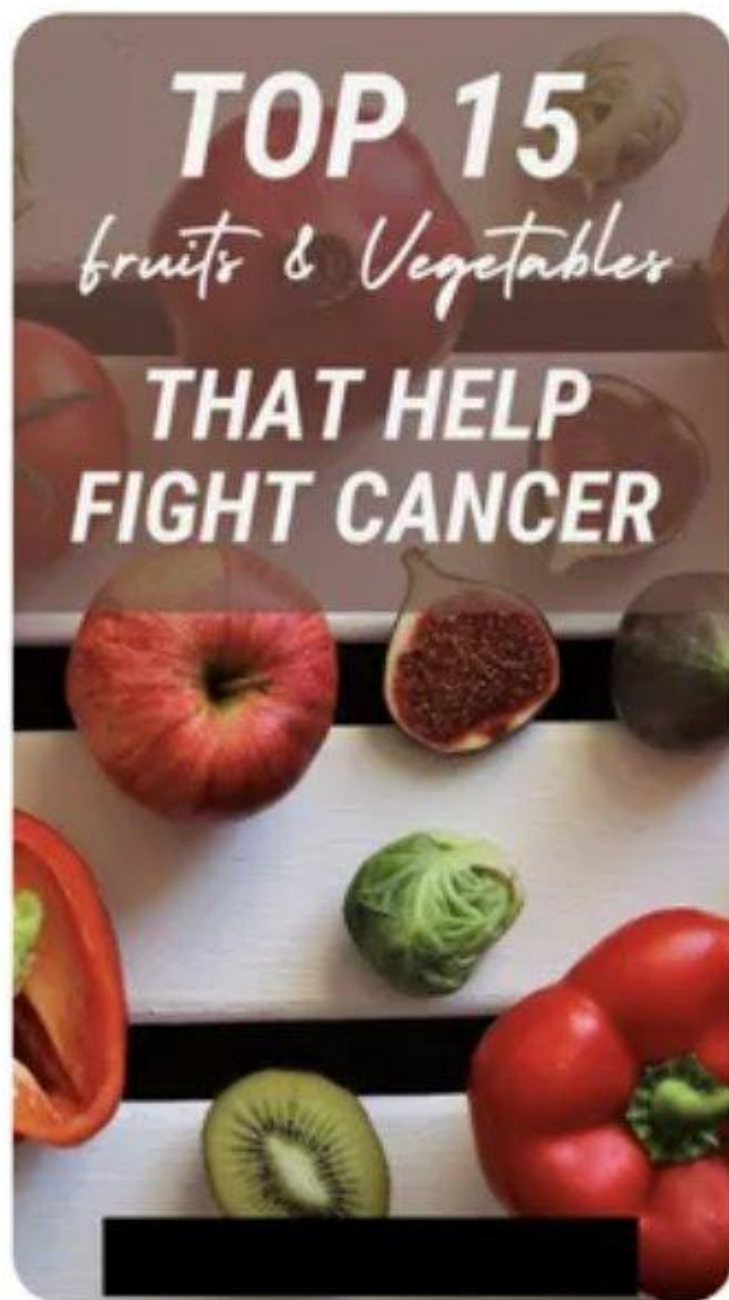
Empowerment Narrative: Some view MAHA as a **feminist movement**, empowering women to make independent health decisions for their families, even when those choices challenge scientific consensus.

FIGHTING FOODS

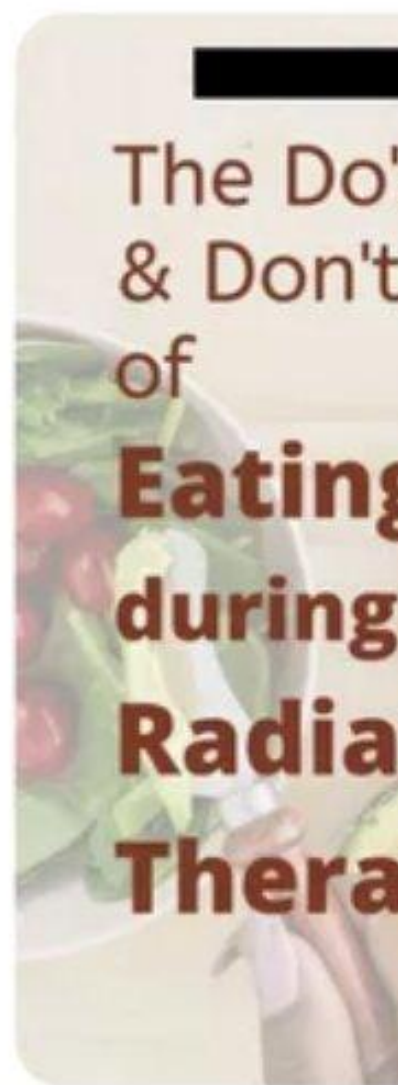
	FOLATE-RICH FOODS Fortified cereals, whole wheat foods, eggs.
	GRAPES & GRAPE JUICE
	BEANS
	STRAWBERRIES & RASPBERRIES

graphics —

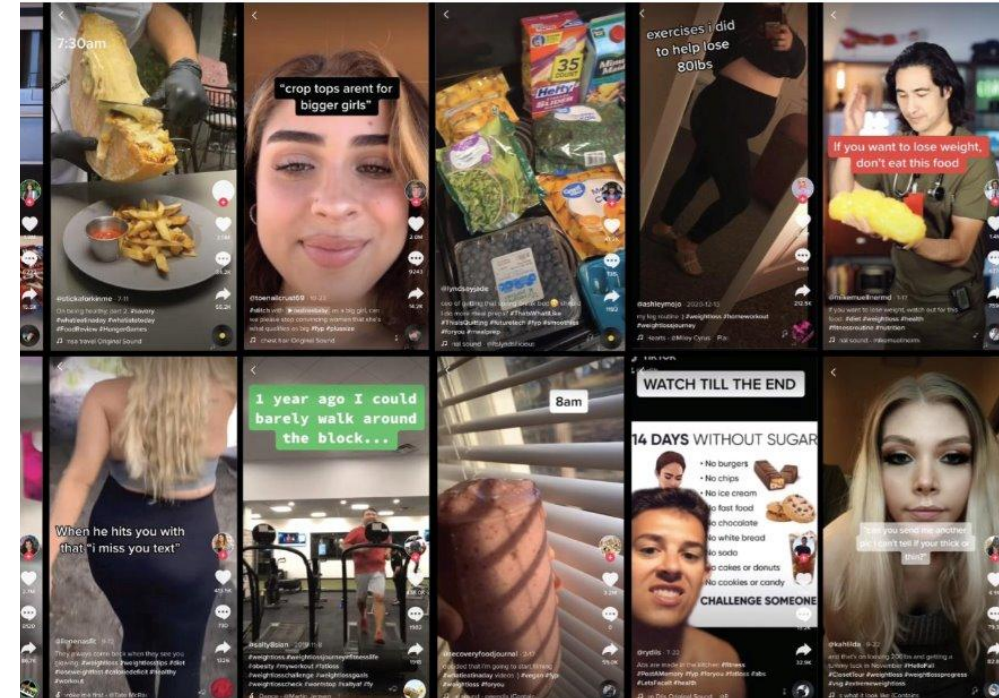
plate
r Smoothie Builder
for a thicker smoothie



TOP 15 FRUITS AND
VEGETABLES THAT HELP FIGH...



Do's & Don'ts of E
Cancer Radiation



MAHA WINS

REUTERS

Exclusive: Swedish Fish maker Mondelez will switch food dyes to natural, not synthetic

Sep 25, 2025 | Jessica DiNapoli



Shop All



Best Sellers



New Arrivals



Apparel



Collections



Accessories

Every piece of MAHA™ merch is more than a design—it's a declaration. It's for those who refuse to be silenced, who question the status quo, and who believe in a brighter future for America. Whether you're wearing it at a rally, on the streets, or in everyday life, MAHA™ is a bold reminder that the fight for our health freedom is never over.

OFFICIAL MERCHANDISE STORE

Make America Healthy Again™

SHOP MAHA™

CORE VALUES OF THE MAHA COMMUNITY

- Sick care" refers to a reactive healthcare model focused on treating existing illnesses and injuries to make a patient feel better, rather than a proactive "healthcare" model that emphasizes preventing problems and maintaining overall wellness through lifestyle and early intervention. The sick care system is often criticized for being a costly, inefficient "damage control" approach that doesn't address underlying causes of illness.

MAHA's Strategic Focus

- Emphasizes **nutrition research** as central to solving chronic disease.
- Calls for **regulation of ultra-processed foods**.
- Aims to **remove lobbyist influence** from science-based regulatory decisions.

WHERE DOES THE MAHA INFORMATION COME FROM?

There is overwhelming consensus on health and wellness policies: insurance coverage, healthier foods, investment in medical research, and removing toxins from our environment.

Many of those invited to work on the White House and HHS MAHA report are linked to industry, such as associated with seed oils.

Messages that address the faults in our health care system and focus on cracking down on corporate interests

None of the authors are experts in food production, including farming and processing.

Latest News



'Watershed Moment': RFK Jr. Rejects UN Health Goals, Says They 'Ignore' Global Rise in Chronic Disease



RFK Jr. May Add Autism Symptoms to Federal Vaccine Injury Compensation Program

[MORE NEWS](#)



Tylenol, FDA Knew About Autism Risk For Years, Newly Surfaced Emails Show

Emails obtained by the Daily Caller News Foundation show that as long ago as 2008, officials at Johnson & Johnson, the original maker of Tylenol, were privately concerned about what they believed to be credible evidence of a possible link between autism and acetaminophen. The FDA was also aware of the link.

[READ MORE](#)

Latest Views



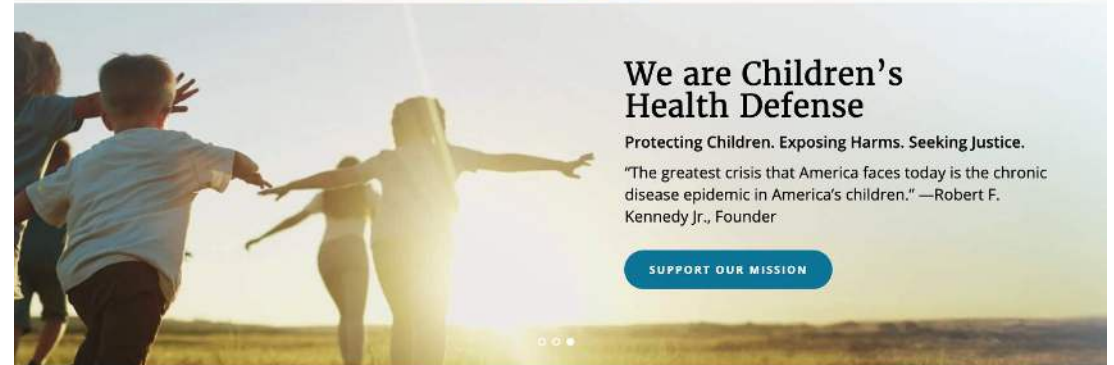
The PFAS Cover-Up: Decades of Corporate Deceit and Chemical Contamination



CDC's Long History of Data Manipulation Is Alive and Well, Even Under RFK Jr.

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We are Children's Health Defense

Protecting Children. Exposing Harms. Seeking Justice.

"The greatest crisis that America faces today is the chronic disease epidemic in America's children." —Robert F. Kennedy Jr., Founder

[SUPPORT OUR MISSION](#)

HOW IT CAN IMPACT YOUR PRACTICE

MAHA's Paradigm Shift in Healthcare

From Symptom Management to Root Causes

•MAHA identifies four drivers of pediatric chronic disease:

- Poor nutrition
- Environmental toxins
- Physical inactivity
- Overmedicalization

Emphasizes prevention, lifestyle interventions, and environmental health over pharmaceutical-first treatment.

Implications for Digital Health

- Care Delivery Will Rebalance: Platforms must include nutrition, behavioral health, and preventive coaching.
- Clinical Expectations Will Shift: Patients will seek holistic, empathetic, and evidence-based care.
- Standards of Care Will Follow: Prevention-oriented benchmarks will influence payers and accrediting bodies.

Regulatory Reckoning

- Advertising Oversight Will Intensify: FDA, FTC, and HHS to regulate influencer-driven health marketing.
- Prescribing Guardrails Will Tighten: Platforms must show evidence-based protocols for pediatric psychiatric medications.
- Compliance Becomes Strategy: Safety, transparency, and governance will be key differentiators in the MAHA era.

HOW IT CAN IMPACT YOUR PRACTICE

School Nutrition

- Removes restrictions on whole milk in schools.
- Eliminates reduced-fat mandates in federal programs.
- Improves farm-to-school grants to connect local producers with schools.
- Limits or bans petroleum-based food dyes, especially in school meals.
- Strengthens regional meat infrastructure for fresh protein access.
- Launches awareness campaigns to promote physical activity and better nutrition.
- Expands access to whole, healthy foods in schools, prisons, and VA hospitals.

Dietary Guidelines

- Updates the 2025–2030 DGAs in a concise, user-friendly format.
- Launches an education campaign emphasizing whole foods and chronic disease prevention.

WIC & CACFP

- Increases breastfeeding support through WIC.
- Promotes healthy meals in child care settings via CACFP.
- Supports Head Start programs with funding for whole, healthy foods.

SNAP

- Provides technical assistance for SNAP waivers to restrict junk food purchases.
- Develops options for MAHA Boxes to deliver whole foods to SNAP participants.

TECHNOLOGY, DATA, AND AI IN THE MAHA ERA

Tech-Forward Vision

MAHA supports integrating **EHRs, insurance claims, and consumer health data** to fuel **NIH-led AI research** on chronic disease.

• Opportunities & Responsibilities

- **For Innovators:** Tools that unify data, identify root causes, and personalize prevention will align with federal R&D priorities.
- **For Health Systems:** Success depends on **interoperability** and **data governance** investments.
- **For Policymakers & Industry:** Issues like **privacy, de-identification, and algorithmic bias** will shape future health policy debates.

MAHA REPORT: STRATEGIC FRAMING

MAHA is a federal blueprint for the future of U.S. healthcare.

Initial Focus: Targets childhood chronic disease, but implications extend far beyond.

- Broader Impact Areas
 - Digital Health
 - Telehealth
 - Health innovation
- Structural Reframing
 - Redefines how policy, care delivery, and technology will intersect over the next decade.
- Dual Nature
 - Functions as both policy and politics, signaling a shift in national health priorities.
- Implications for Innovators
 - Represents existential risk and historic opportunity for those shaping the future of healthcare.

The question is no longer *if* MAHA will reshape healthcare—but *who* will lead the transformation.



ADDRESSING MISINFORMATION



Social Media and Nutrition Information

Systematic Review (2023) in Public Health Nutrition – 64 total content analysis studies included in study

- 82.8% evaluated nutrition information from websites ($n=53$)).
- 64.1% of studies assessed quality ($n=41$)
- 73.4% assessed accuracy ($n=47$)
- 48.8% of the studies reported that quality ($n=20$) was low
- 48.9% of studies reported that accuracy was low ($n=23$)
- Overall, information varied between publishers.

WHAT IS THE ACADEMY'S POSITION?

"...food and nutrition misinformation can have harmful effects on the health, well-being, and economic status of consumers. Nationally credentialed dietetics professionals working in health care, academia, public health, the media, government, and the food industry are uniquely qualified to advocate for and promote science-based nutrition information to the public, function as primary nutrition educators to health professionals, and actively correct food and nutrition misinformation."

All children in America, especially those living in food deserts and underserved areas, need tangible solutions that put nutritious food within reach, backed by the expertise of RDNs and NDTRs and grounded in science.

While pursuing new research is important, the Academy urges the administration to rely on the mountain of existing evidence to develop robust public policies and initiatives that move our nation in the right direction – thereby reducing the overwhelming burden of a lifetime of chronic disease.

WHAT IS SCIENCE'S POSITION?

Invest in Proven Policies & Programs

- Support high-quality nutrition research to guide public policy.
- Collaborate with NIH on its 2020–2030 Strategic Plan for Nutrition Research.

Strengthen Access to Healthy Food & Care

- Increase funding for SNAP, WIC, and Medicaid.
- Expand farm-to-school programs and promote Healthy School Meals for All.

Empower Nutrition Professionals

- Fund sustainable models to employ RDNs and NDTRs in community settings.

Advance Food as Medicine

- Scale up medical nutrition therapy, nutrition counseling, and tailored meal programs.

EVIDENCE-BASED APPROACHES FOR MISINFORMATION

	Prebunking (Inoculation): Forewarn individuals about common misinformation tactics, such as emotional manipulation or misleading framings, to help them recognize and resist false claims before they are exposed to them.
	Debunking: Provide corrective information and explanatory content when misinformation is identified.
	Lateral Reading: Encourage individuals to check information across multiple reputable sources to verify its accuracy.
	Accuracy Nudges: Implement techniques that prompt individuals to pause and think critically before sharing information.
	Promoting Science Literacy: Foster an understanding of how science works, including its uncertainties and evolving nature.
	Leveraging Trusted Messengers: Utilize trusted individuals and organizations, such as public health officials or former members of conspiracy theory groups, to share accurate information.
	Promoting High-Quality Science Reporting: Invest in high-quality science, health, and medical journalism.
	Data Transparency: Encourage platforms to provide researchers with data access to better understand and combat infodemics.
	Open Access Publishing: Promote open-access policies for scientific publications to ensure that accurate information is freely accessible to the public.

POTENTIAL RED FLAGS TO WATCH OUT FOR:

- Is it a personal endorsement?
- Is the information inclusive?
- Is the information from a for-profit company?
- Is the information based on one study?
- Does the influencer share their qualifications?
- Is it based on extreme restriction patterns?
- Does the influencer claim certain food is "toxic" or "garbage"?





PARTNERING AND COLLABORATING



HEARING MAHA STORIES AND PERSPECTIVES

WE SHOULD BE ENSURING THAT WE ARE ALLOWING SPACE TO DISCUSS PERSPECTIVES AND ADDRESS CONCERNS.



Against the MAHA Argument, Focusing on Health & Wellness Cuts, Like Medicaid, Does Best Overall and With MAHA Curious

Which side do you agree with more?

Net Agree With Anti-GOP Statement

Statement 1:

Republicans who say we need to get the government and corporate special interests out of the business of telling us what we should put in our bodies. Whether it's vaccines, food additives, or toxins in the ground, Americans are better off doing their own research rather than listening to the so-called "experts" who put their own bottom line first

Overall

+15

MAHA Curious Swing*

+9

Statement 2: Those who say Republicans are cutting crucial health and wellness programs. **They've cut Medicaid, taken away free healthy school meal options from kids, and made massive cuts to lifesaving research into diseases like cancer and Alzheimer's.** None of this makes America healthier

Overall

+11

MAHA Curious Swing*

+2

Statement 3: Those who say Republicans **are in the pocket of big corporations: they're taking money from the people who make Americans sick for a profit** and doing their bidding by letting big drug companies charge whatever they want and repealing environmental protections

Overall

+10

MAHA Curious Swing*

-4

Statement 4: Those who say Republicans are **weakening trust in science and facts, and making major public health decisions based on advice from internet personalities instead of doctors and scientists.** When they spread misinformation about things like measles or vaccines, we all end up less safe

Overall

+3

MAHA Curious Swing*

+2

Statement 5: Those who say Republicans would **let corporate polluters pour toxic chemicals into our water, including forever chemicals like PFAS, which are known to cause diseases like cancer and brain damage.** This doesn't make America healthier

*"MAHA target" groups are based off of respondents' answers to a series of questions around health and wellness, with "institutionalists" holding more traditional views around health and wellness on a series of three statements, "MAHA loyalists" holding none of those more traditional views around health and wellness on those statements, and "MAHA curious swing" and "MAHA curious partisans" mixed between views. "MAHA curious swing" does not include strong Republicans or strong Democrats. Nationwide survey of 1,000 registered voters conducted September 4-September 8, 2025. For more info, visit navigatortorresearch.org.

navigator.

KEY TALKING POINTS FOR MAHA POINTS

Chronic disease is a serious problem in the United States, especially with our children.



The 'MAHA' Commission's plan will not solve these problems.



Deregulation is not the solution to a healthier America - corporations need to be held accountable via regulation, not handshakes.

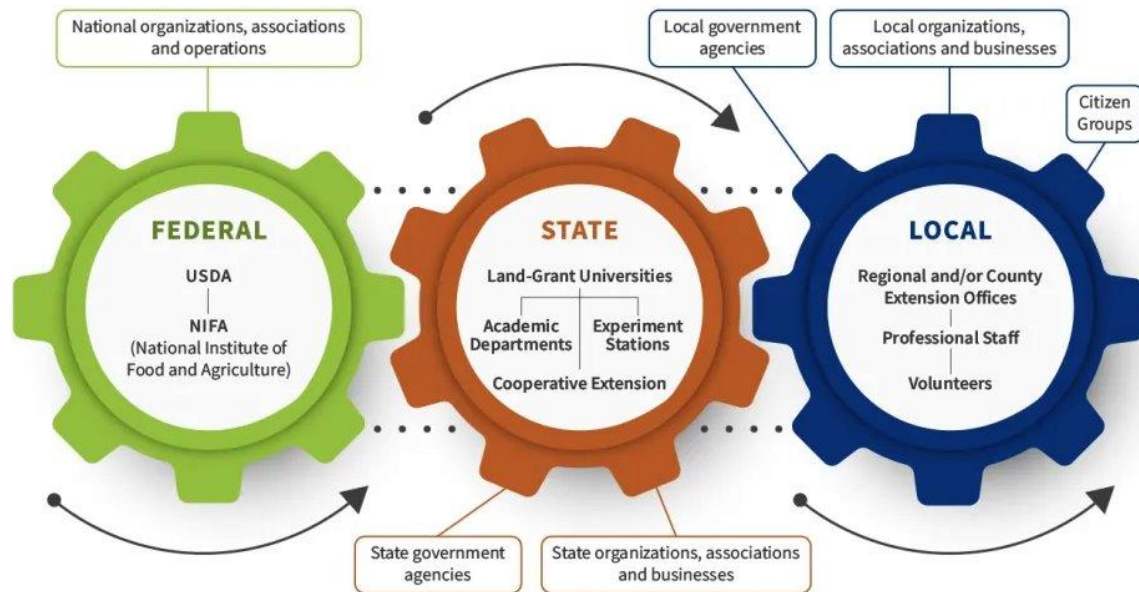


The disconnect between what 'MAHA' and this administration say and what they do is stark.



'MAHA's focus on chronic disease ignores the growing spread of vaccine-preventable infectious diseases among children.

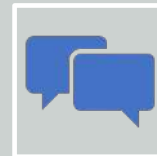
HOW EXTENSION CAN HELP



University faculty members and Extension Specialists who are disciplinary experts translate science-based research into materials that are appropriate for target audiences



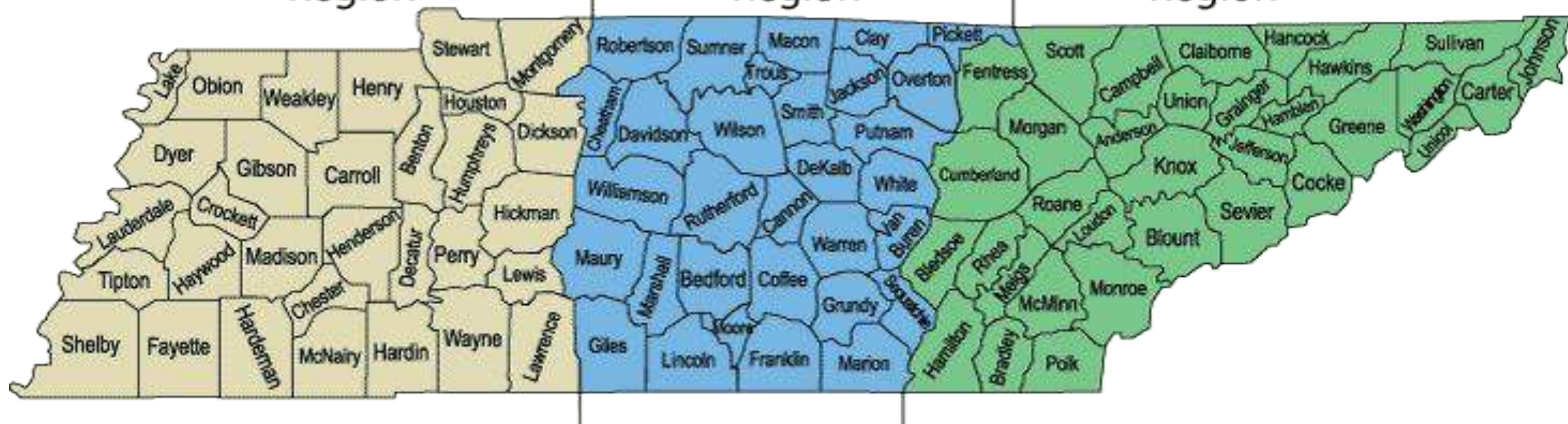
County-based educators work with local citizens and interest groups to solve problems, evaluate the effectiveness of learning tools, and coordinate grassroots efforts to prioritize future research and programs.



Data from community and Extension agents informs statewide communication practices

Central
Region

Eastern
Region



TESTED MESSAGES FOR MAHA AUDIENCE TO OPEN CONVERSATIONS

- Our health care system is broken, but the answer is not to cut medical research, take away healthy school meal options from kids, or limit vaccines. Instead, we should be cracking down on special interest influence in our government and putting science and facts ahead of politics
- Six in ten agree more with the latter, including the MAHA curious and independents. A version of the same message that concedes that “for too long, corporations have had too much power over our food and health care” is similarly effective.
- We need to get the government and corporate special interests out of the business of telling us what we should put in our bodies. Whether it’s vaccines, food additives, or toxins in the ground, Americans are better off doing their own research rather than listening to the so-called “experts” who put their own bottom line first.
- Republicans are cutting crucial health and wellness programs. They’ve cut Medicaid, taken away free healthy school meal options from kids, and made massive cuts to lifesaving research into diseases like cancer and Alzheimer’s. None of this makes America healthier

RECOMMENDATIONS FOR MESSAGING

01

Acknowledge the system is broken: Most Americans are not satisfied with, or confident in, the existing health care system.

02

Point out that the proposed solution is not right: Americans oppose cuts to medical research, taking away healthy school meals from kids, and ending all vaccine mandates.

03

Provide an alternative: Cracking down on special interest influence in our government is particularly persuasive when talking about health and wellness in the country today.

ADVOCACY EFFORTS WITH THE MAHA COMMUNITY



Find ways to learn about MAHA perspectives as an individual (not as an RD)



Professional organizations, particularly those working together



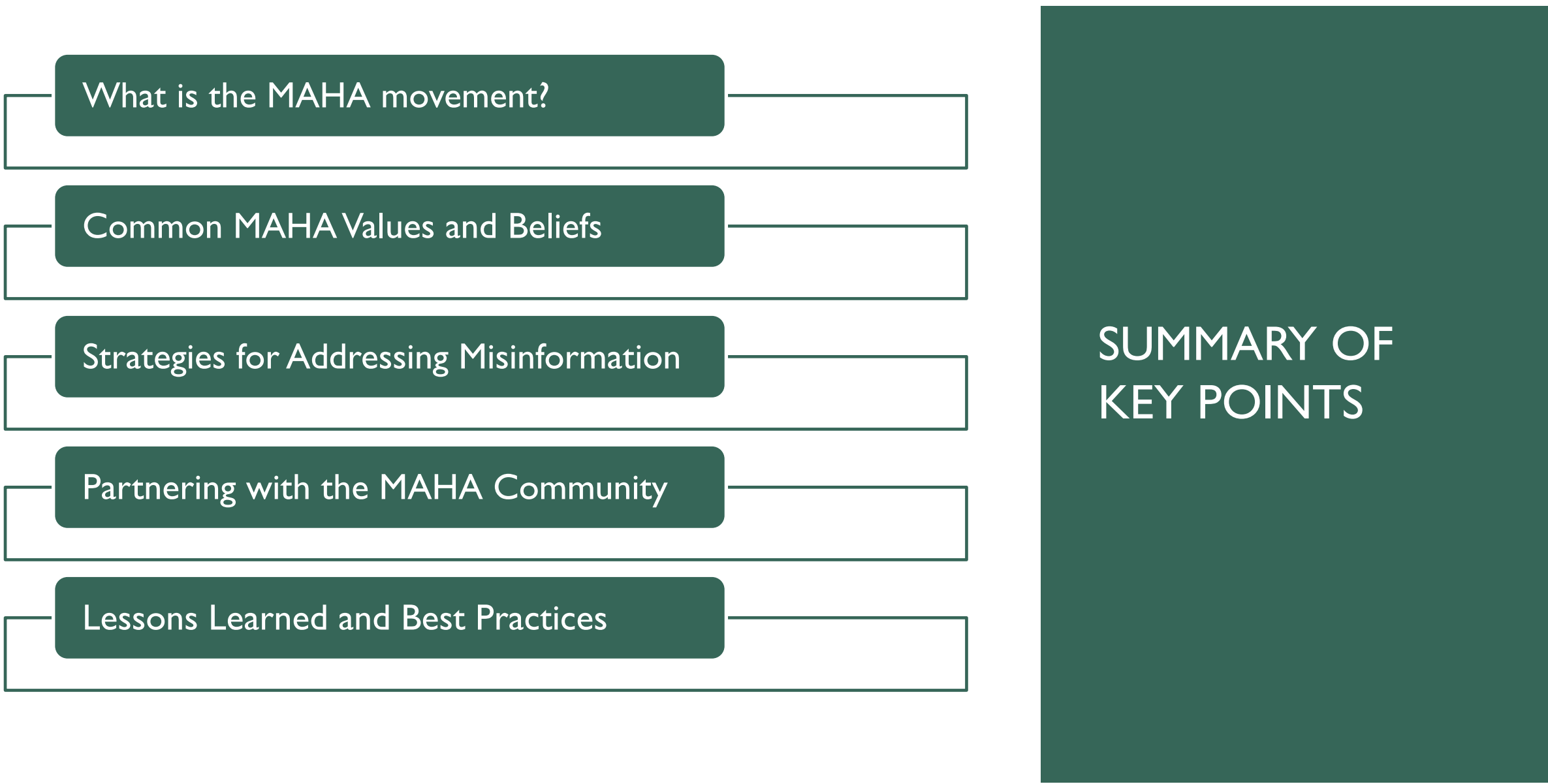
Working through various media sources, including videos, podcasts, and messaging on social media



Contact state and federal representatives as a private citizen and as a professional

EFFECTIVE HEALTH COMMUNICATION STRATEGIES

- The first and most important step when initiating social media is to identify target audiences and main health messages.
- Once a communication goal is determined, it is appropriate to design a marketing plan and a messaging strategy to most effectively achieve that goal.
- Release information regularly!
- Direct listeners to a main site for communication and additional information.
- Include community partners and the audience in the content.
- Using guest posts and audience questions can increase acceptability with the audience as well as a wider network for your content.
- Ask community partners to promote the social media with their guest appearance as well.



What is the MAHA movement?

Common MAHA Values and Beliefs

Strategies for Addressing Misinformation

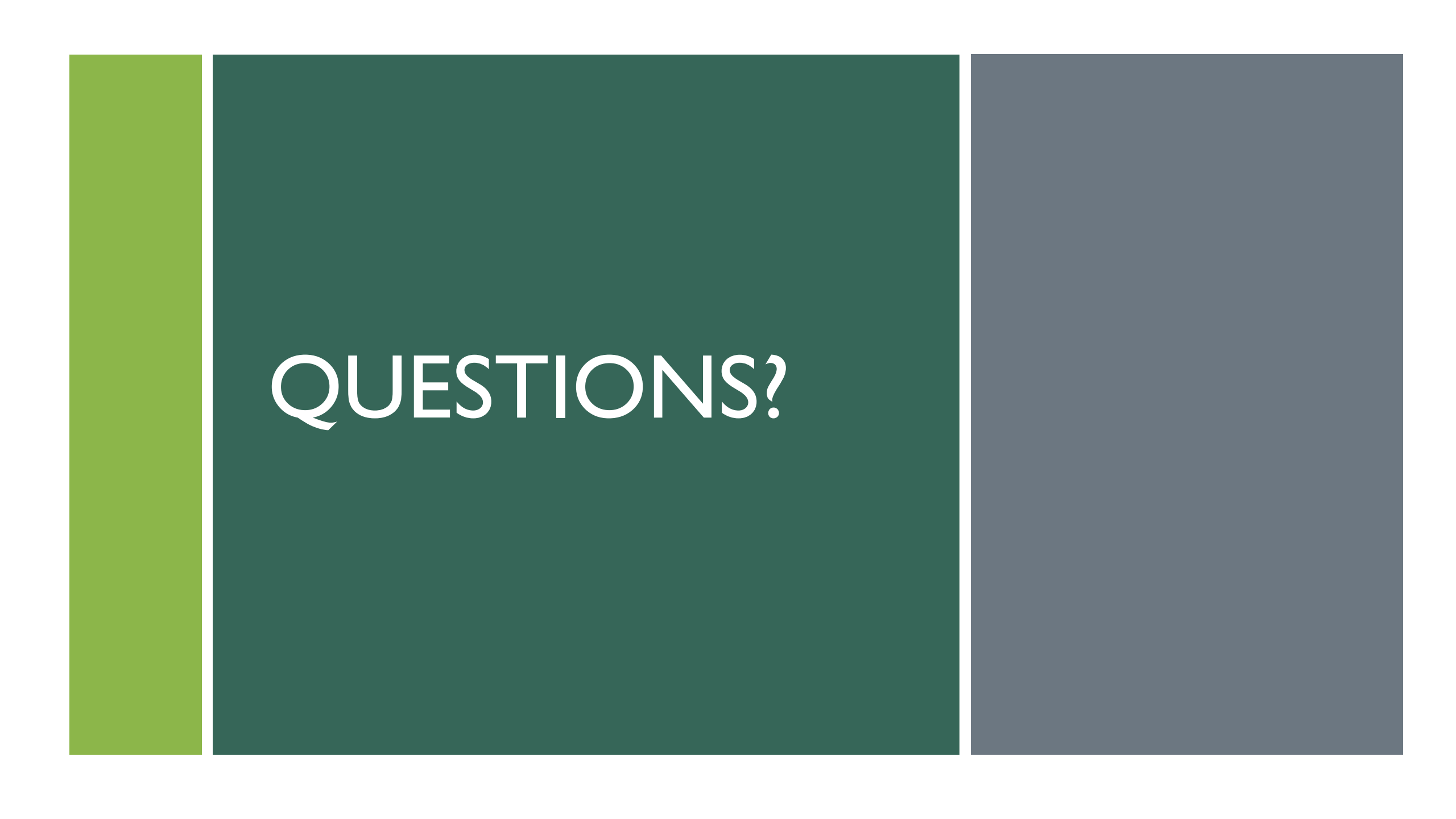
Partnering with the MAHA Community

Lessons Learned and Best Practices

SUMMARY OF KEY POINTS

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QUESTIONS?