

## NUTRISMART

Services provided: logo branding, creative direction, copywriting & print production coordination.



# How to grow "User-Friendly" Health Education Services from the inside out.

Are you in need of interactive health education programs and materials? Could your current wellness prevention programs be more proactive and dynamic? How strong is your educational support for disease management? Patient education? Does your staff need training to meet the changing health education environment? What about educational effectiveness tracking? Lifestyle management? No matter the scope of your project, NutriSmart can create customized, targeted programs to meet your needs – from workshops, focus groups, newsletters, cookbooks, and brochures to complete curriculums. Contact NutriSmart by phone, fax, or e-mail and we'll be happy to discuss your project needs with you.

NutriSmart delivers real-world instructional design and communications for a variety of health education and lifestyle management issues, and for a variety of clients. These include the health care and food industries, pharmaceutical companies, corporations and publishers. Innovative. Effective. Within budget. For all your health, lifestyle, nutritional and educational needs, call NutriSmart today.



Contact NutriSmart today at (716) 264-9960 or fax: (716) 264-9954 • E-mail: [NutriSmart@aol.com](mailto:NutriSmart@aol.com)



A Specialist in instructional design and communication for health education/lifestyle management, Ruth Fischer brings extensive business and educational experience to creatively work with diverse people and situations: as a Food Technologist/Test Kitchen Home Economist for R.T. French and Wilson's, as a Food Service & Training Supervisor for Stouffer Management Foods' Institutional Division (St. Ann's Home), as Family/Consumer Science Educator for Rochester City School District's Adult Consumer Homemaking Program, and as Regional Coordinator/Executive Director for the Dairy Councils of Syracuse and Rochester – Fischer also brings entrepreneurial and leadership expertise through her successful running of NutriSmart since 1989.

In collaboration with Michigan Public Health Institute, Fischer is author of **Weight Management: A Guide for Health Professionals** which will be released in late 1997. Other articles include "Health TQM: The Under Tapped Road to Improve the Corporate Bottom Line". Fischer's pioneering work is responsible for the development and implementation of a community-based, inter-agency approach to provide meals, medical nutrition therapy, and education to clients with HIV/AIDS (6/95, *American Dietetic Association*). NutriSmart is also a 1994 recipient of the National Health Information Award.

Not only is Fischer a skilled developer of people and projects for health education, wellness, and training that produce results – she creates programs and materials that most effectively stretch client budgets. Fischer holds a M.S. in Adult Learning from the University of Rochester and a B.A. in Home Economics/Food & Nutrition from the University of Iowa.