



HFMA's HealthyDoesIt launches new awards for aspiring health writers

[London 11th June 2021]

HealthyDoesIt is pleased to announce two new awards, launched at the HFMA's Annual General Meeting (AGM) on the 9th of June. The awards saw two aspiring nutritionists win the HealthyDoesIt Volunteer Writer of the Year and the HealthyDoesIt Highly Commended Volunteer Writer. Both awards celebrate and recognise the hard work and dedication of the new team of writers assembled for this new initiative.

HealthyDoesIt is a consumer-facing initiative supported by the HFMA, designed to encourage consumers to access high quality information and education about natural health products. Central to the campaign is the [healthydoesit.org](https://www.healthydoesit.org) website, an extensive resource with content based on the latest nutritional research and advice, written by a team of qualified and trainee nutritionists and nutritional therapists.

Esther Mills-Roberts, Communications Manager at the HFMA stated: *"HealthyDoesIt was launched during the pandemic, at a time when accurate nutritional education became more important than ever. We combined two things that the HFMA are passionate about; responsible, precise nutritional information, and supporting the development of aspiring nutritionists. Creating a framework for those within the nutritional arena (public health nutrition and nutritional therapy) to develop their writing skills. As a result, a friendly and progressive team now supports HealthyDoesIt, all with a passion for sharing key nutrition messages, in a form that consumers can trust"*.

HealthyDoesIt Volunteer Writer of the Year 2021 Winner: Laura Higgitt

Laura Higgitt on winning said; *"Thank you so much for this award. Working as part of the HealthyDoesIt team has given me a real confidence boost as I progress my career in nutrition and food writing. I love the challenge of sharing the science of healthy eating in a simple and engaging way."*



HealthyDoesIt Highly Commended Volunteer Writer of the Year 2021 Winner: Rebecca Meadows

Both winners are currently in the clinical module of their Nutritional Therapy Masters and will be fully qualified Nutritional Therapists this summer.

If you are interested in improving your writing skills and want the opportunity to be part of the HealthyDoesIt valued team then contact Esther Mills-Roberts at esther@healthydoesit.org

-ENDS-

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About HFMA

Founded in 1965, the Health Food Manufacturers' Association (HFMA) represents more than 130 manufacturers and suppliers of natural health products. As the authoritative voice of the natural products industry, the HFMA supports the interests of its members with legislators and regulators; promotes industry best practice for product quality and safety; and provides responsible information for consumers.

For further information about the HFMA, visit www.hfma.co.uk.