

Jessie M. Pavlinac, MS, RD, CSR, LD
President, American Dietetic Association



Best Professional Investment



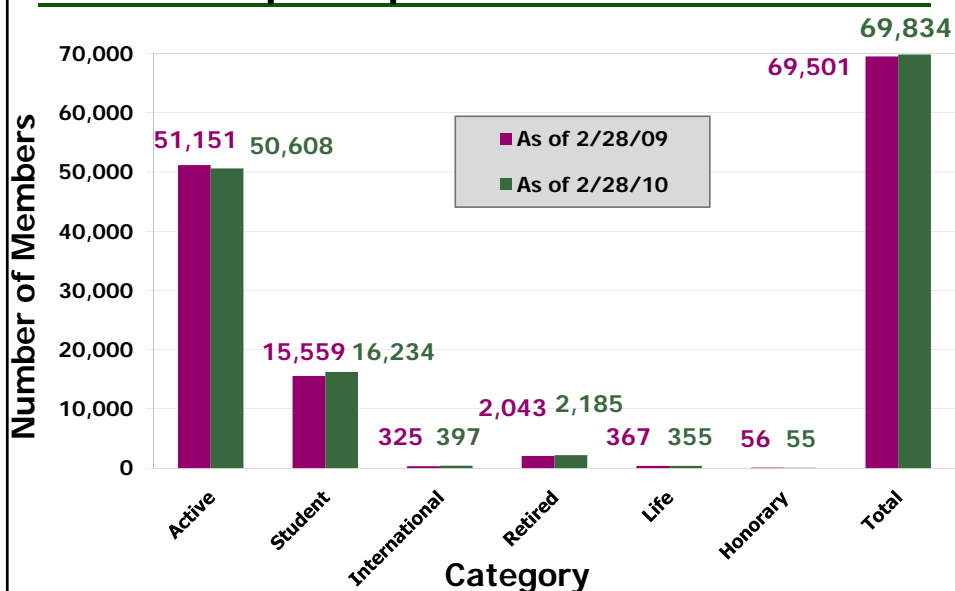
- **Unmatched size and influence**
- **Membership benefits far outweigh cost**
- **Increasing influence in shaping health care and policy**
- **Legislation benefiting dietetics would not have been passed if not for ADA**

Nation's Health, People's Health

- Access to quality care
- Food and nutrition
- Physical activity
- We have paid a high price
- Prevention is vital
- RDs, DTRs make real-world impact



Membership Is Up!




 American Dietetic Association



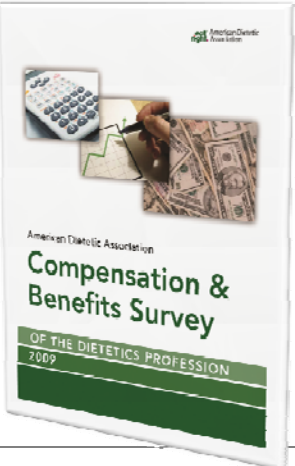
Students Represent Much of Growth



 American Dietetic Association

Dollars and Cents

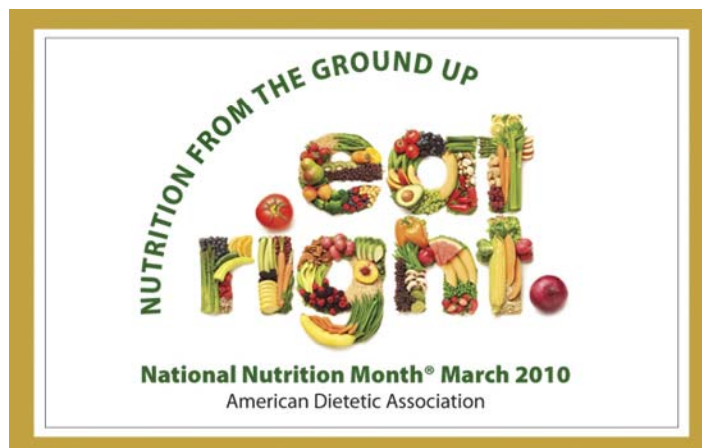
- **Member RDs earn almost \$2,600 per year more than non-members**
- **DTRs: about \$2,000 more**



Membership and Compensation

- **A positive correlation**
- **Annualized full-time salary for RD in 2009: \$56,700**
- **Increase since 2007 exceeds CPI**
- **Approx. \$1.23 more per hour than non-members**
- **Executive summary in January *Journal***
- **www.eatright.org/salariesurvey**
- **\$19.95 for members, \$150 for non-members**

NNM 2010 Especially Popular



House Resolves to Support Nutrition 



Health Reform: Pro-Dietetics

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ADA worked regardless of political party to increase prevention programs

Provisions address RDs' and DTRs' role in healthy aging, Medicare, Medicaid, home health, nutrition labeling in restaurants, childhood obesity and more

ADA at *Newsweek* Forum

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- **"Childhood Obesity: Challenges and Ways to Promote Health and Wellness in America's Communities"**
- **Co-hosted by National Dairy Council**
- **ADA attends *Newsweek* interview with First Lady**



Ending Childhood Obesity

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- Efforts must include education, physical activity
- Expanding RDs' involvement as providers
- ADA will work to make goals of program a reality



Congress Takes Up Child Nutrition

- **Healthy, Hunger-Free Kids Act of 2010 unanimously passes Senate Committee**
- **Expected to spark action by House**
- **\$4.5 billion in new child nutrition program funding over 10 years**



Show Widespread Support

- **Senate bill offsets or pays for the increased child nutrition program funding**
- **Keep up momentum we've built**
- **Urge Senators to make renewing child nutrition programs a top priority**
- **President's budget recommends \$1 billion increase in child nutrition programs in FY 2011**
- **Ask Representatives to invest in child nutrition**
- **Capitol switchboard: (202)224-3121**

Ensure Our Future

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- **ADAPAC contributed \$129,000 to pro-nutrition candidates**
- **Giving is essential**
- **It's not the amount, it's the fact that we participate**



www.ADAPAC.org

National Obesity Initiative

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Reduce childhood obesity through access to registered dietitians as part of insurance benefits



External Relations: At the Table



Envision 21st-Century Practice

- **Strategic Plan: “Work cooperatively with international dietetics community”**
- **Led by Future Practice and Education Task Force and Council on Future Practice**



ADA's International Influence

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- **IDNT being translated, used internationally**
- **Year of International Dietetics series in *ADA Times***
- **ICDA membership provides networking opportunities with 38 nations**
- **Collaboration on nutrition and athletic performance position paper with Dietitians of Canada and American College of Sports Medicine**



Increase Cultural Competence

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- **Important issue, quickly evolving**
- **Special supplement in May *Journal***
- **Obstacles to quality care**
 - Socioeconomic inequality
 - Disability
 - Low literacy
 - Language proficiency
 - Access to information
- **Thanks to General Mills**



Prove Value with Research

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- **Research is the foundation and the future: credibility, recognition, professional respect**
- **Prominent in 2008-12 Strategic Plan**
- **ICAN study shows MNT provided by an RD can reduce work loss and disability days for people with diabetes and obesity**
- **Grant to support development of screening and assessment tool: identify people at nutritional risk with chronic kidney disease**

Create Basis for Tomorrow

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- **BMI²: “Brief Motivational Interviewing to Reduce Child Body Mass Index”**
- **NIH-funded follow-up to ADA’s Healthy Lifestyle Research Study**
- **North Carolina Dietetic Association/ Blue Cross-Blue Shield of North Carolina study: 6 RD visits per year**
- **Clinically significant weight loss**



Strengthen Practice, Services

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- Answer crucial professional questions
- Increase access to evidence-based practice resources
- Broaden use by members
- Deliver high-quality services



www.adaevidencelibrary.org

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8 million+
page views

Visitors
from
virtually
every
country

Available to
members
and non-
members

Published EAL Guidelines

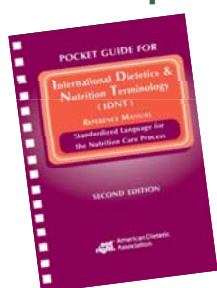
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- **Disorders of Lipid Metabolism**
- **Adult Weight Management**
- **Critical Illness**
- **Pediatric Weight Management**
- **Oncology**
- **Diabetes**
- **Hypertension**
- **Heart Failure**
- **Chronic Obstructive Pulmonary Disease**
- **Gestational Diabetes**
- **Spinal Cord Injury**
- **Celiac Disease**
- **Unintended Weight Loss**

Nutrition Care Process

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Development and refinement



International Dietetics and Nutrition Terminology Pocket Guide

Long-Term Care Toolkit



Nutrition Care Process/ Standardized Language Web Based Resource (New)

Neonatal Nutrition Toolkit



Updated Nutrition Care Manual

- **More than 500 new references, Web sites**
- **Nutrition Diagnostic Terminology and PES diagnostic statements**
- **New client materials**
- **Enhanced navigation features**
- **Printable client handouts**
- **Calculators that compute BMI/weight range**
- **Customization tools**



www.nutritioncaremanual.org

Messages Derived from Positions

Home • Health Professionals • Position Papers

Welcome to the Health Community

Position Papers: A-Z

- Addressing World Hunger, Malnutrition and Food Insecurity
- Agriculture and Food Biotechnology
- Best Practices for Nutrition Programs in Child Care Settings
- Child and Adolescent Food and Nutrition Programs
- Clinical Policy Issues—Position of the American Dietetic Association and Dietitians of Canada
- Clinical and Legal Issues in Nutrition, Hydration and Feeding
- Food and Nutrition Information
- Food and Nutrition Professionals Can Implement Practices to Conserve Natural Resources and Support Ecological Sustainability
- Food and Water Safety
- Food Insecurity and Hunger in the United States
- Functional Foods
- Health Implications of Dietary Fiber
- Individual, Family-, School- and Community-Based Interventions for Pediatric Overweight
- Integration of Medical Nutrition Therapy and Pharmacotherapy
- Liberalization of the Diet Prescription Improves Quality of Life for Older Adults in Long-Term Care
- Local Support for Nutrition Integrity in Schools
- Nutrition Supplementation
- Nutrition Across the Spectrum of Aging
- Nutrition and Athletic Performance—Position of the American Dietetic Association, Dietitians of Canada and the Australian College of Sports Medicine
- Nutrition and Lifestyle for a Healthy Pregnancy Outcome
- Nutrition Guidance for Healthy Children aged 2 to 11 Years
- Nutrition Intervention in the Care of Seniors with Human Immunodeficiency Virus Infection
- Nutrition Intervention in the Treatment of Anorexia Nervosa, Bulimia Nervosa and Other Eating Disorders
- Nutrition Services: An Essential Component of Comprehensive School Health Programs—Joint Position of ADA, Society for Nutrition Education and American School Food Service Association
- Obesity, Reproductive and Pregnancy Outcomes
- Oral Health and Nutrition
- Promoting and Supporting Breastfeeding
- Providing Nutrition Services for People with Developmental Disabilities and Special Health Care Needs
- The Impact of Fluoride on Health
- The Roles of Registered Dietitians and Dietetic Technicians, Registered Health Promotion and Disease Prevention
- Total Diet Approach to Communicating Food and Nutrition Information
- Use of Nutrition and Nonnutritive Sweeteners
- Vegetarian Diets
- Weight Management

New and updated Positions

- Developmental Disabilities and Special Health Care Needs
- Food and Water Safety
- Nutrient Supplementation
- Obesity, Reproductive and Pregnancy Outcomes
- Promoting and Supporting Breastfeeding
- Vegetarian Diets

Position Categories

- Food Choices
- Food Supply
- Life Span
- Nutrition Management
- Public Health
- A-Z Index

In This Section

- ADA Nutrition Experts
- Resources for Health Professionals
- Resources for Employers
- Resources for Administrators and Payors
- Food and Nutrition in Public Policy
- Collaborating for Success
- ADA Position Papers
- Professional Development
- Evidence Analysis Library

Tip of the Day

Foods for Your Tastes

There are many reasons why we eat—and some foods are healthier than others. But the main reason consumers choose one food over another is flavor.

View evidence based. [Tips of the Day Index](#)

Nutrition Care Manual

NCM [Subscribe](#)

ADA's Nutrition Care Manual is a comprehensive online resource that covers all aspects of nutrition management. ADA user-friendly resources include:

Professional Development



- **Multi-disciplinary learning opportunities**
- **Premier choice for lifelong learning**
- **Face-to-face events**
- **Self-study programs**



FNCE: More Valuable Each Year



- **Special seminars**
- **Workshops**
- **Hot Topics**

Inspiring speakers
November 6-9,
Boston, Mass.



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The world's largest organization of food and nutrition professionals.

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Food and Nutrition Information You Can Trust

For the public, for ADA members, for students and for health professionals—the American Dietetic Association is your source for trustworthy, science-based food and nutrition information. As the world's largest organization of food and nutrition professionals, ADA is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy.

Visit us often for timely information, news and articles. Sign up for our e-newsletter and RSS feeds and receive immediate food and nutrition news and information.



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ADA to Ring NASDAQ Closing Bell
Posted: March 19, 2010 to [Press Releases](#)

Older Adults Should Have Access to Safe and Adequate Food
Posted: March 03, 2010 to [Press Releases](#)

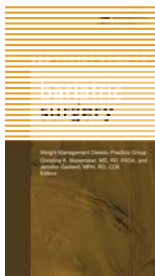

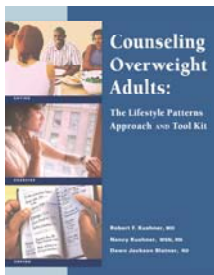
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The American Dietetic Association Foundation (ADAF) is the world's largest charitable organization devoted exclusively to nutrition and dietetics. ADAF is the philanthropic arm of the American Dietetic Association and a 501(c)(3) charity.
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Publications Enhance Practice

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- ***Pocket Guide to Bariatric Surgery***
- ***Pocket Guide to Neonatal Nutrition***
- ***Online Pocket Guide to Nutrition Assessment (electronic version)***
- ***Counseling Overweight Adults: The Lifestyle Patterns Approach and Toolkit***
- **ADA's first video contest: Results on YouTube**

Keep Current on Business Skills

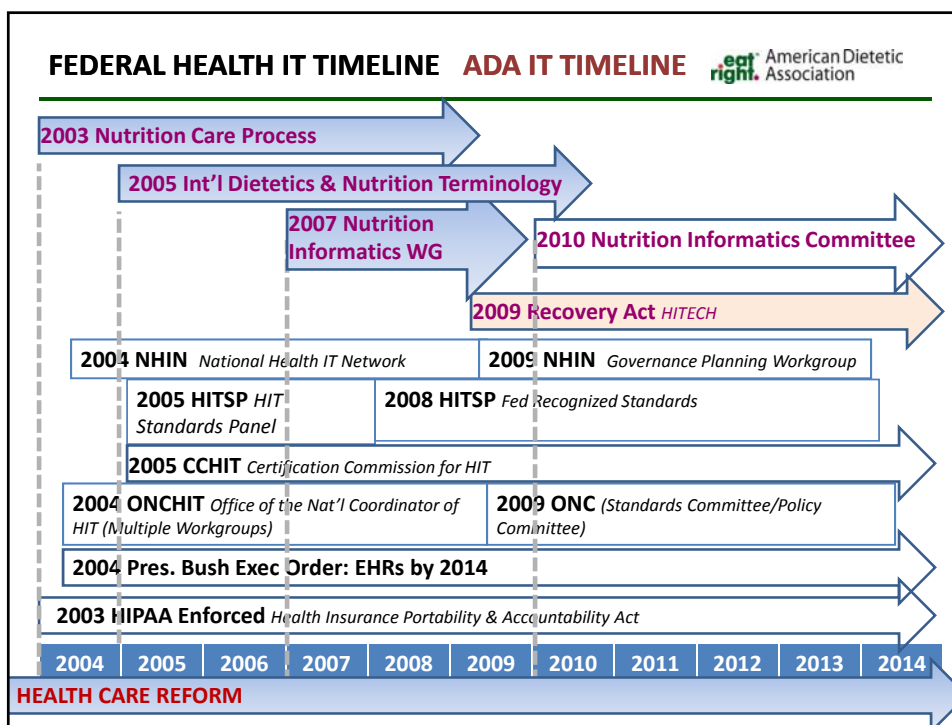
- **ADA provides resources, practice information at eatright.org/mnt**
 - Procedure codes (CPT) for nutrition services
 - Billing resources
 - Privacy Act/HIPAA and compliance
 - Coverage for MNT services
 - Referral requirements
 - Medicare MNT benefit details
 - Telehealth services ... and more

Plus Affiliate and DPG resources

HITECH: Make Nutrition a Part

- **Health Information Technology for Economic and Clinical Health**
 - Portion of economic Stimulus Act
 - **Contains numerous provisions related to Health Information Technology (HIT) and privacy with aggressive timelines for completion**
 - **Title XIII: Health Information Technology**
 - **Title IV: Medicare and Medicaid Health Information Technology**
 - **ADA has committed time and resources, keeping members informed**
-

HITECH Components	
Adoption	Infrastructure
\$49B	\$20B
Medicare/Medicaid Incentives	Increased Privacy, Security
Focus on Primary Care/Hospitals	Office of National Coordinator (ONC)
Meaningful Use of EHRs	Regional Extension Centers
Certified EHR Products	Education & Training HIT Workforce
Harmonized Standards	Outreach on Health IT
	State Health Information Exchanges, more



ADA's HITECH Action Plan



Advances ADA's Strategic Plan by enabling RDs and DTRs to position themselves as experts and maintain professional viability

- **Ensure RDs and DTRs integrate technology into areas of practice**
- **Collaborate with stakeholders of HITECH Act to optimize progress in individual and population health by inclusion of nutrition care**
- **Plan for RD participation as team member in NHIN, the nationwide initiative to promote exchange of health information**

Make a Difference...



- **...In how people eat**
- ***Dietary Guidelines* 2010 Advisory Committee includes 5 ADA members, 3 of whom are RDs**
- **Leading to healthy and well-nourished public**



ADA Urges Accountability



- **Calling for procedural revisions**
- **Need time to conduct and review research, roll out and communicate key information**
- **ADA recommends 10-year intervals**
- **Strengthen research basis, implementation and communication, impact and evaluation**
- **And better improve the public's health**

Make a Difference...



- **With Institute of Medicine:
"Obesity Prevention
Policies for Young Children"**



- **5 ADA members on committee, influencing environments where children develop and grow**

Telling ADA's Story

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WEIGHT-LOSS BLOG SQUAD

Dietitian Dawn: Expert offers recipes and ideas for healthy snack substitutes



Nutrition consultant: Bonnie Taub-Dix helps people control their eating behaviors



Dietitian Mom: Elizabeth Ward suggests families get creative



Dr. Guy-a-titan: Keth Ayoub helps obese children and their families with nutrition



Healthy 4 Life: Kelly Rhoads on how she deals with stress, has kept pounds off 4 years



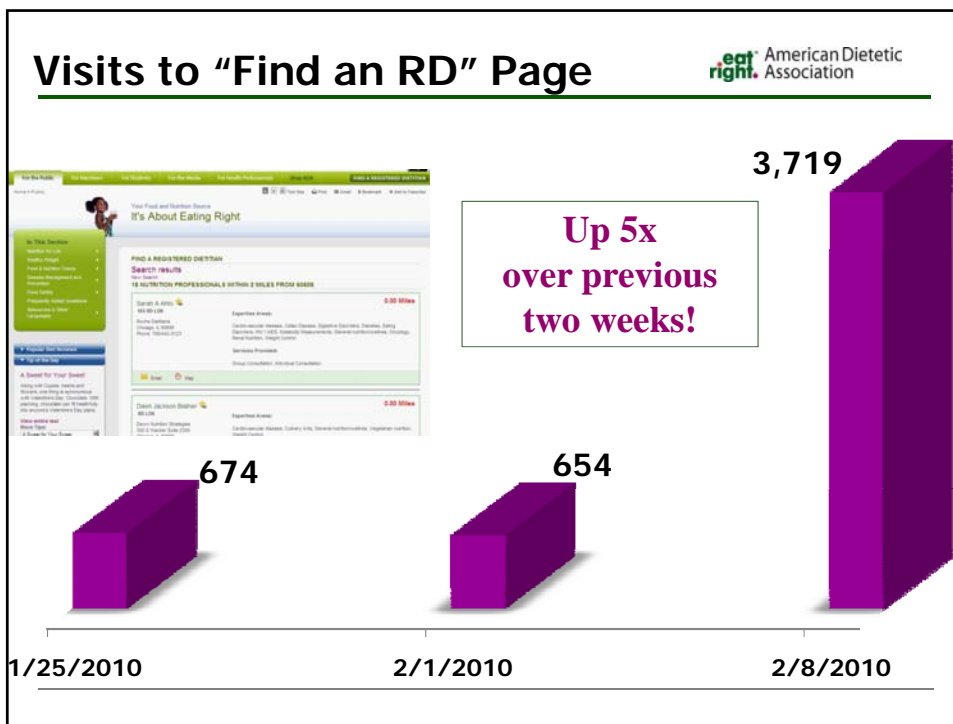
ADA and RDs: People Listen

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February 8, 2010:

ADA member Joy Bauer on NBC's *Today Show*



The New York Times Search All NYTimes.com

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Well
Tara Parker-Pope on Health

A Pediatrician's Advice on 'Green' Parenting
February 12, 2010, 11:08 AM

The Cost of Changing Family Eating Habits

PATIENT MONEY

When Children Are Overweight, Changes for the Whole Family

To begin changing your family's habits, consider seeing a registered dietitian who can evaluate the family's eating patterns and give you recipes for healthy low-cost meals.

Call your insurer to find out whether it will cover dietitian visits for children. Some do.

If you pay out of pocket, it will cost from \$50 for a simple consultation to as much as \$250 if the dietitian is working with multiple family members and developing a month's worth of menus, according to the American Dietetic Association.

Related

For Further Reading (February 13, 2010)
More Articles in This Series

overweight or obese, according to the [Centers for Disease Control and Prevention](#).

Overweight children are at risk of developing serious and costly health problems that used to be primarily the province of middle-age adults, like [Type 2 diabetes](#) and heart disease. A recent C.D.C. study found that 22 percent of overweight (and 43 percent of obese) young people had, abnormal blood lipid levels, like high [triglycerides](#), which are

Health & Fitness Tools

BMI Calculator
What's your score? »

What you can do to prevent osteoporosis

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Over 10,000 Fans



Champions for Healthy Kids



The screenshot shows the 'Champions for Healthy Kids' page on the General Mills website. It features a commitment section, a description of the program, and a list of related links. The text describes the partnership with the American Dietetic Association and the President's Council on Physical Fitness, highlighting the annual grant program and the Presidential Active Lifestyle Award.

- Seventh year in partnership with General Mills Foundation
- \$10,000 micro-grants annually to 50 not-for-profits
- Innovative nutrition and physical activity programs for youth
- All enlist expertise of a registered dietitian

Healthy Schools Partnership



Cross-discipline approach featuring RD Coaches



New "Kids Eat Right" Campaign



Partnering ADA Foundation's "RD Coaches" program with NDC and NFL's "Fuel Up To Play 60"

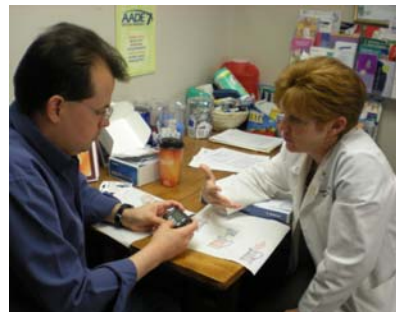


What Does Our Environment Hold?

- **ADA's environmental scanning updates trends, changes shaping dietetics world**
- "Clear and evident impression of trends and forces that are challenging our profession and changing the nature of professional practice"
- **RDs concerned about skills and education to manage new challenges**

Scan Identifies Problems, Needs

- **Obesity**
- **Healthy and active aging**
- **Growing income gaps**
- **Lack of food knowledge**
- **Unwillingness to cook or prepare food**
- **Increasing multiculturalism**



Opportunities Emerge

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- **New ways of communicating with clients**
- **Develop practice opportunities for aging adults**
- **Emerging genetics and nutrigenomics knowledge**
- **Development of nutritional and health solutions with functional foods**

Reinforced Pride

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TODAY'S ADA

now more
than ever

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Thank you!
