

Academy Update

The Top Ten Factors Impacting Your Career

**Dr. Glenna McCollum, MPH, RDN
President 2013-2014**



The Academy Positions Us

eat right. Academy of Nutrition and Dietetics



Top 10 Factors Impacting Your Career: Academy Update

1

Our Goals Are Strategic



Mission and Vision

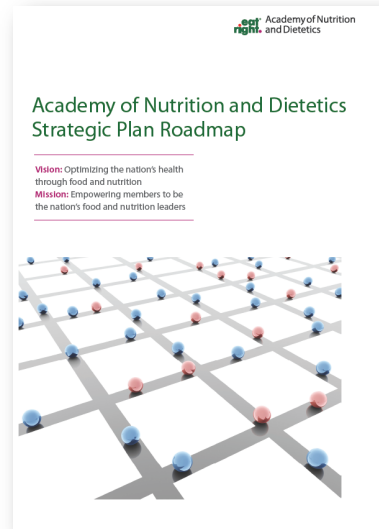
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Academy continues to pursue our mission...

empowering members to be the nation's food and nutrition leaders...

...and our vision...

optimizing the nation's health through food and nutrition.



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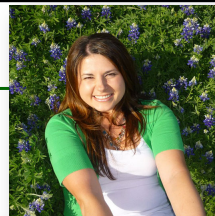
Products

Skills

Leadership

Knowledge

Bright future



Practice

Successes

Value

Services

Diverse

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2 New Credentialing and Recognition Opportunities



New Professional Designation

Nutrition and Dietetics Associate

- Leadership opportunities in education and practice
- Ethical responsibility to provide recognition value to students who complete ACEND-accredited didactic program
- Cultivate multiple levels of practice, meet demand, build capacity for delivery of services



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Distinguished Service Credential eat right. Academy of Nutrition and Dietetics

Fellow of the Academy of Nutrition and Dietetics

- **Significant, sustained contributions**
- **Customer focus: Meet needs, exceed expectations**
- **Integrity: Act ethically, with accountability, for lifelong learning, commitment to excellence**
- **Innovation: Embrace change with creativity and strategic thinking**
- **Social Responsibility: Inclusivity, environmental, economic and social implications**
- **Fellows are why the public trusts and chooses Academy members**

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Optional Credential for All RDs eat right. Academy of Nutrition and Dietetics



Registered Dietitian Nutritionist

RDN

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3

Visioning, Ethics, Mega Issues



Visioning Report Update

 Academy of Nutrition and Dietetics

Vision for Education, Credentialing and Practice

Change has to start somewhere and there is no time to waste.

If the dietetics profession is not moving forward, it is being left behind.

– Council on Future Practice

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Highest Obligation: Act Ethically Academy of Nutrition and Dietetics

Your Food and Nutrition Source
It's About Eating Right

In This Section

- Who We Are
- FAQs
- Diversity
- Position and Practice Papers
- Work at Academy
- Governance/ Leadership
- Join Academy

Popular Diet Reviews

Featured Product

Special Feature

Healthy Weight for Kids and Teens

Healthy Eating Healthy Weight for Kids and Teens

Using a family-friendly approach, the authors present eight Academy-backed strategies for managing weight.

[MORE INFO](#)

Code of Ethics

The Academy and its credentialing agency, the Commission on Dietetic Registration, believe it is in the best interest of the profession and the public it serves to have a Code of Ethics in place that provides guidance to dietetics practitioners in their professional practice and conduct.

PUBLISHED CODE OF ETHICS

The Code of Ethics Task Force reviewed and revised the 1999 Code of Ethics in March 2009. The Academy Board of Directors, Commission on Dietetic Registration and House of Delegates approved the revised Code in May 2009. The 2009 Code of Ethics was published in the August 2009 *Journal of the American Dietetic Association*, now *Journal of the Academy of Nutrition and Dietetics*, (pages 1461-1467). The 2009 Code is in effect as of January 1, 2010 and the 1999 version of the code is no longer valid.

- Code of Ethics for the Profession of Dietetics and Process for Consideration of Ethics Issues — August 2009 *Journal* article

EDUCATIONAL RESOURCES

A variety of educational resources have been created to assist practitioners in understanding the practical application of the Code of Ethics.

- Ethics Committee
- Ethics Education Toolkit
- Ethics Continuing Education Resources
- Ethics Opinions
- Ethics in Action Columns
- Guidelines Regarding the Recommendation and Sale of Dietary Supplements
- Ethics Complaints and Violations
- Videos and Case Studies
- Promotional Pieces for Newsletters
- International Code of Ethics and Code of Good Practice

ACADEMY CODE OF ETHICS 'FOR FURTHER READING' LIST

The "For Further Reading List" can be used by educators to direct reading and learning objectives for students in the area of ethics and ethical behaviors as a professional in dietetics. Practitioners can use the list to keep current on ethics and the impact on practice. This list was prepared by the Academy Ethics Committee and will be updated once per year, in August.

- Code of Ethics 'For Further Reading' List

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HOD Mega Issues 2013-2014 Academy of Nutrition and Dietetics

eatright.org/hod

Spring 2013:
Hunger in America: Food and Nutrition Insecurity Affects All RDs and DTRs

Fall 2013:
Nutrition Services Delivery and Payment

Spring 2014:
Engaging Members in Research

 Academy of Nutrition and Dietetics

Nutrition Services Delivery and Payment: The Business of Every Academy Member

HOD Fact Sheet

House of Delegates | Fall 2013

HOD Fact Sheet: Outcome of the Fall 2013 HOD Meeting

The House of Delegates (HOD) conducted a dialogue on Nutrition Services Delivery and Payment on October 18-19, 2013. Over 150 delegates and interested Academy members convened in Houston, Texas to discuss this mega issue over two days. The background is available on the Academy Website at www.eatright.org/hod - Fall 2013 HOD Meeting - Meeting Materials. Prior to the meeting, delegates conducted a dialogue on where they work and how their services are paid for, as well as obtained this information from their constituents. This fact sheet provides a summary of the outcomes of the meeting.

The purpose of the dialogue session was for delegates and meeting participants to:

1. Identify relevant stakeholders and their needs.
2. Comprehend the impact that current and evolving health care delivery and payment models will have on ALL areas of practice.
3. Give examples of successful integration into evolving delivery and payment models.
4. Communicate the need for nutrition and dietetics practitioners to be an essential part of evolving health care delivery and payment models.
5. Provide information to members and stakeholders and encourage members to utilize Academy resources.
6. Empower members to lead efforts and seize opportunities to provide cost-effective nutrition services to optimize the public's health.

During the meeting, the House of Delegates completed the following activities:

1. Identified key stakeholders and their needs as it relates to delivery and payment models.
2. Identified a number of gaps to address the issue.
3. Identified opportunities to close the gaps; and,
4. Identified actions that members and the Academy can do to address this critical issue facing the profession.

Overview of the Process for Conducting this Dialogue Session

The purpose of the House of Delegates is to govern the profession of dietetics. As part of the House's role in governing the profession, the following steps were taken for conducting the dialogue session on Nutrition Services Delivery and Payment:

1. Released a background on the topic for dialogue on August 1. The background "Nutrition Services Delivery and Payment: The Business of Every Academy Member" was released to the HOD and the membership.
2. Solicited input to the background: Members were asked to submit information on where they work and how their services are paid for by September 30.

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Research Highlights



Childhood Obesity Research

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- **BMI² study: Brief Motivational Interviewing to Reduce Child Body Mass Index**
- **NIH-funded follow-up to Healthy Lifestyles Research Study**



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Foundation of the Profession

 Academy of Nutrition
and Dietetics

- **Increased understanding and use of research strengthens practice, provides better clinical services to patients and clients**
- **Online Toolkit: "Understanding the Basics of Research"**
- **Dietetics Practice Based Research Network: brings practitioners and researchers together**
- **Health Informatics Infrastructure: empowering RDs to accelerate outcomes research**

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Free Member Benefit: DPBRN

 Academy of Nutrition
and Dietetics

Dietetics Practice Based Research Network

- **Membership has doubled in last year**
- **Projects include staffing levels, malnutrition, preventing diabetes, nutrition education**
- **Partnerships with DPGs, other organizations to conduct research**
- **Adapting to member research needs based on survey**

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Nutrition Care Process

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Are you using all NCP resources to your advantage?

- **IDNT Reference Manual and Pocket Guide (4th ed.)**
- **Electronic Health Records Toolkit**
- **Specialty area toolkits**

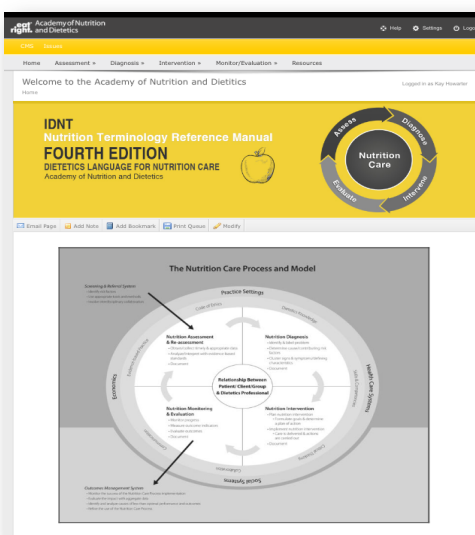


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New NCP Online

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- **Easy to navigate**
- **Modern look**
- **User-friendly**
- **Logical flow**
- **No new purchase**




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New International Website

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Academy International Nutrition Care Process
A resource for international dietetics organizations

Academy International Nutrition Care Process is a new website that provides news and support to dietetic professionals outside the United States who are interested in the Nutrition Care Process and terminology.



Website Features:

NCP Overview and Resources provide an introduction to each step in the NCP for those unfamiliar with the process. Additionally, there are also links to tutorials, the EHR White Paper, and a list of Frequently Asked Questions.

The **News** feature informs users of important meetings and deadlines relating to both the NCP International Work Group and the international efforts of the NCP Committee. Users can also view archived news to get a broad idea of the past work of each group.

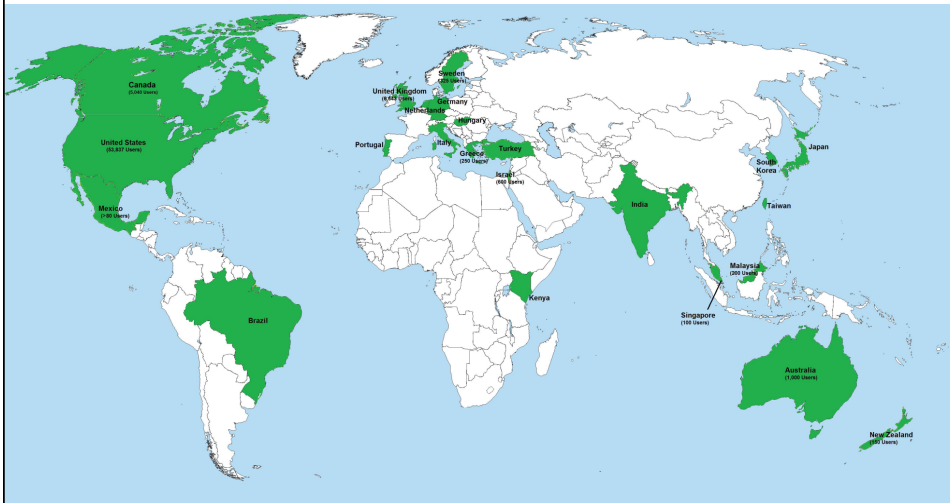
The **International Documents** section gives international members and colleagues of the Academy of Nutrition and Dietetics the opportunity to submit articles that focus on using the Nutrition Care Process and terminology in different countries. There is a section with articles detailing the implementation process, case studies, education and training, and translations.

To view the Academy International Nutrition Care Process, please visit www.aicnp.webauthor.com
 If you have any questions, please contact **Kay Howarter**, Director of EALNCP Business Development (khowarter@eatright.org) or **Robert Voss**, Web-Technical Assistant (rvooss@eatright.org)

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Worldwide Terminology Usage

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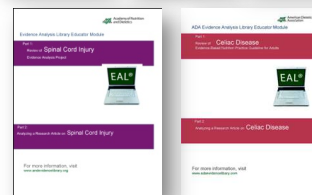


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Evidence Analysis Library

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- EAL summarizes best nutritional research on accessible website
- Questions, conclusion statements, evidence summaries, supporting documentation
- Systematically developed statements based on scientific research to assist practitioner and patient decisions
- Evidence-based practice nutrition toolkits, educator modules, presentations
- Newly updated *Nutriguides* app: 300+ recommendations, easily search for topics (\$1.99)



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ANDHII

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Academy of Nutrition and Dietetics Health Informatics Infrastructure

- Putting NCP to work
- Feasibility testing with DPBRN members
- Supporting nutrition research

| Assessment | |
|---|--|
| IDNT Term | Value |
| glucose, fasting | 225 |
| glycosylated hemoglobin A1c measurement | 6.9 |
| Diagnosis | |
| Problem | Etiology |
| excessive carbohydrate intake | <input type="checkbox"/> disor <input checked="" type="checkbox"/> food- <input type="checkbox"/> limite |
| Intervention | |
| Target Etiology | |
| food- and nutrition-related knowledge deficit | |
| Monitoring and Evaluation | |
| Diagnosis | Monitors |
| excessive carbohydrate intake | |

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5 Public Policy



Academy leaders from LPPC and ANDPAC storm Capitol Hill

Targeted Priorities

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Two major areas:

- **Consumer and Community**
- **Professional**



Rep. Elijah Cummings (Md.)

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facebook.com/eatrightANDPAC



Rep. John Shimkus (Ill.)

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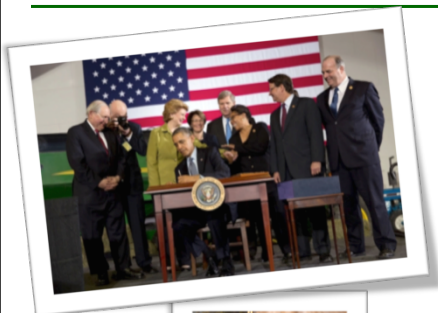
Consumer and Community Issues eat right. Academy of Nutrition and Dietetics

- **Prevention and treatment of chronic disease**
- **Nutrition through the lifecycle**
- **Quality food and nutrition**
- **Nutrition monitoring and research**



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Consumer and Community Issues eat right. Academy of Nutrition and Dietetics



- **Farm Bill passed!**
- **Preventive health savings**
- **2015 Dietary Guidelines**
- **Older Americans Act**
- **Healthy Hunger-Free Kids Act 2.0**

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Professional Issues

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- **Consumer protection and licensure**
- **Workforce demand**
- **Outcome-driven nutrition services**
- **Informatics**



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Professional Issues

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- **Reimbursement**
 - **Treat and Reduce Obesity Act**
 - **SGR/Medicare Reform**
 - **Alternative payment systems**
- **Consumer protection, licensure**
- **Workforce demand**
- **Nutrition informatics**



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Public Policy Workshop

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- **Legislative priorities**
- **Communications and leadership training**
- **Bring messages to Congress and back home**
- **Valuable professional development**

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Advocacy = Credibility

ANDPAC
Academy of Nutrition and Dietetics
Political Action Committee



Capitol Hill Meetings



District Meetings



PAC Events



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ANDPAC Works for All of Us

ANDPAC
Academy of Nutrition and Dietetics
Political Action Committee

- Only PAC focused on food, nutrition and health
- Members contribute to and benefit from ANDPAC
- Productive Congressional relationships get results



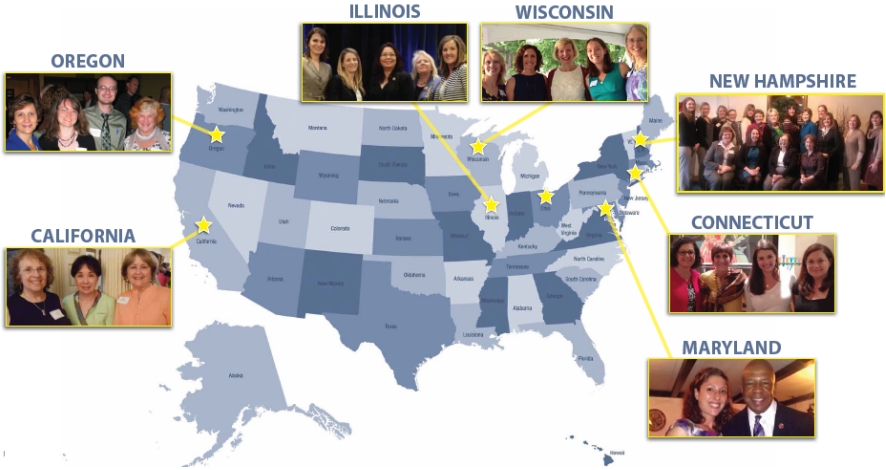
Rep. Bruce Braley (Iowa) meets with Academy staff

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Advocacy Starts at Home

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ANDPAC events with members of Congress



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Be Active in Advocacy

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- **Respond to Action Alerts**
- **Connect with your state public policy panel**
- **Follow on Twitter: @EatRightPIA**
- **Like: [facebook.com/eatrightANDPAC](https://www.facebook.com/eatrightANDPAC)**



Sen. Mark Kirk (Ill.) meets with Academy members

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6

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As the philanthropic arm of the Academy, the Academy of Nutrition and Dietetics Foundation focuses on:

- Food & Nutrition Research
- Scholarships
- Awards
- Kids Eat Right



Members Take Action

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Educate, advocate, demonstrate expertise



KIDS eat right.
Academy of Nutrition and Dietetics
Academy of Nutrition and Dietetics Foundation

kidseatright.org/volunteer
facebook.com/KidsEatRight
@KidsEatRight

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7 Toolkits, 25 Presentations

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- **Healthy Breakfast. Everywhere You Go.**
- **Healthy Snacking. In a Nutshell.**
- **Family Champions. One Change at a Time.**
- **Family Meals. Anytime. Anyplace.**
- **Myth Busters. For Parents.**
- **Hunger in Our Community. What We Can Do.**
- **Healthy Eating. From the Ground Up.**

Family Meals. Anytime. Anyplace.

Family Meals = Healthier Families

There are many benefits to family meals, including an 80% ability to prevent obesity in kids and adults, 25% less risk for substance abuse, 30% less risk for depression, and 30% less risk for eating disorders. Kids who eat with their families are more likely to eat healthfully and have better academic performance.

Benefits:

- Improves academic performance, social, emotional, and behavioral health (stronger social and behavioral skills, and more positive relationships with family members)
- Lowers risk of obesity, depression, and anxiety
- Promotes healthy eating habits (vegetables and fruits, whole grains, lean proteins, and low-fat dairy)
- Promotes healthy eating habits (vegetables and fruits, whole grains, lean proteins, and low-fat dairy)

Simple Meal Ideas

Breakfast: Smoothie, yogurt, fruit, and cereal
Lunch: Sandwich, fruit, and whole-grain bread
Dinner: Stir-fry, whole-grain rice, and vegetables

Healthy Snacking. In a Nutshell.

Snacking Activity

Portable Snacks

Using what you learned today, list five healthy snacks that you can keep with you in the car, bike to work, or keep in your gym bag. Each snack should include one or two food groups and have less than 200 calories.

- _____
- _____
- _____
- _____
- _____

Cooler Snacks

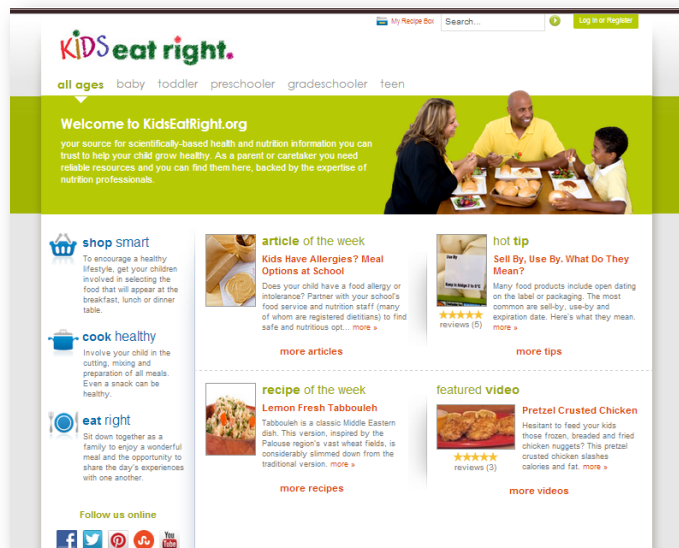
List three snacks you could put in the cooler and take on a trip, field game, etc. Follow the same snacking rules: one or two food groups with less than 200 calories each.

- _____
- _____
- _____

Top 10 Factors Impacting Your Career: Academy Update

Public Kids Eat Right Website

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3 million+ page views

24,000+ Facebook likes

16,000+ Twitter followers

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Champions for Healthy Kids

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GENERAL MILLS FOUNDATION

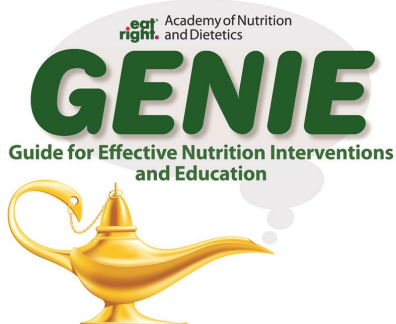


- **11 years in partnership with General Mills Foundation**
- **\$20,000 grants to 50 nonprofits**
- **Innovative nutrition and physical activity programs for youth**
- **Applications must be submitted by RDN or DTR Academy member**

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New: Online Checklist Tool

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- For program planners, evaluators, reviewers
- Effective nutrition education programs

sm.eatright.org/GENIE

funding support from the
ConAgra Foods Foundation



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Scholarships, Grants, Awards

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- \$461,950 through scholarships
- \$297,000 through research funds
- \$35,000 research grant funded through Food and Nutrition Research Endowment
- Endowment is fully funded by members



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7 Academy in the Media

Menu for U.S. Women's Hockey Team Is About Eating to Win



"If an athlete's hungry, I don't sleep," said Alicia Kendig, the dietitian for the United States' women's hockey team. She goes by the nickname Nutricia.

New York Times
February 8, 2014

30 Billion Media Impressions

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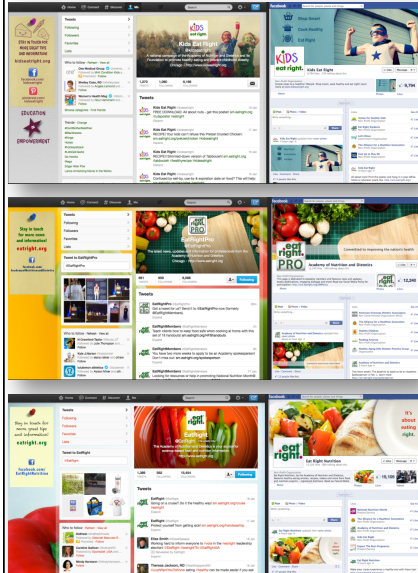
Print, broadcast, electronic



MARJORIE NOLAN
Registered Dietitian Nutritionist
Academy of Nutrition and Dietetics

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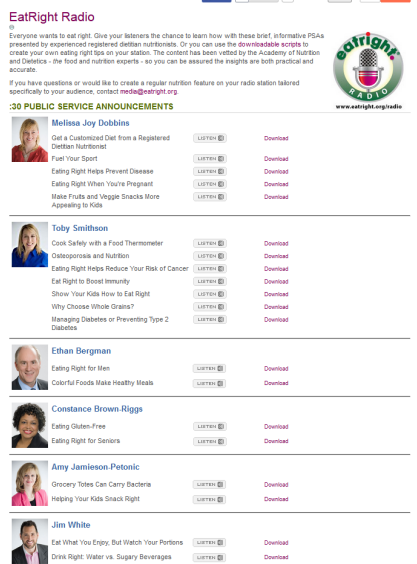
New, Expanded Social Media



- facebook.com/EatRightNutrition
- facebook.com/AcademyofNutritionandDietetics
- facebook.com/kidseatright
- facebook.com/NatINutritionMonth
- facebook.com/foodnutrimag
- facebook.com/eatrightANDPAC
- [@foodnutrimag](https://twitter.com/foodnutrimag)
- [@eatright](https://twitter.com/eatright)
- [@eatrightFNCE](https://twitter.com/eatrightFNCE)
- [@eatrightPRO](https://twitter.com/eatrightPRO)
- [@kidseatright](https://twitter.com/kidseatright)
- [@eatrightPIA](https://twitter.com/eatrightPIA)
- pinterest.com/foodnutrimag
- pinterest.com/kidseatright
- google.com/+eatright
- google.com/+foodnutrimag
- sm.eatright.org/GooglePlusKER

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EatRight Radio



- **Eating Right Minute on the air and online**
- **Free PSAs and regular segments for stations, websites, blogs**
- **Targeted populations**
- **Catalog of scripts for members to use in local markets**

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EatRightTV

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▪ **Academy videos**

- **3,700 health provider waiting rooms**
- **600 Sam's Club stores**
- **Online**

▪ **Reaching 35 million viewers monthly**

youtube.com/EatRightTV

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8



**Stay Competitive:
Professional Development**

Advance Your Knowledge

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- **Programming available at home, work**
- **Learn at your own pace**
- **Online training program: "Developing Your Role as a Leader"**

Distance Learning
Learn at your own pace and at your convenience. The CPD offers a number of online certificate of training programs, teleseminars, webinars and self-study options.
[More Information »](#)

@FNCE
Food & Nutrition Conference & Expo (FNCE)
Get the latest nutrition science information, learn about trends in foodservice and gain access to food and nutrition experts at the 2012 Food & Nutrition Conference & Expo.
[More Information »](#)

Advanced Degrees
A listing of advanced degree programs in nutrition, dietetics and related areas that should be used as a guide only. The list is not all-inclusive. Contact program representatives for complete details.

Face-to-Face Learning
Earn continuing professional education credits while you network with other food and nutrition professionals, enhance your skill set and help advance your career.
[More Information »](#)

CPE Toolkit
Expanded CPE Toolkit guides you through professional programs and meeting planning for continuing professional education. New speaker, marketing and logistical tips are included.
[Download the Toolkit »](#)

Leadership Institute
The Academy is committed to the development of its members by providing an annual forum for learning, dialogue and sharing of opinions and experiences.
[Academy Members - Log In »](#)

eatright.org/cpd

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New Website for the Pro

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- **EatrightPRO.org**
- **Personalized member page**
- **Continuing education**
- **Practice resources**

The screenshot shows the eatrightPRO website with a green header. Navigation tabs include Advocacy, Career, Leadership, Practice, and Research. A search bar and 'My Academy' link are also present. The main content area features a 'Join as a Professional' banner with a water bottle and dumbbell, a 'Latest News' section with several articles, and a 'I am a...' section with icons for Member, Health Practitioner, and Student. A sidebar on the right lists resources like Articles, Blogs, Tips, Recipes, Videos, and Tools.

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FNCE: The Gold Standard

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- 99% come for education
- 20+ hours of CPE available
- Cutting-edge topics, research
- Popular new educational tracks and overall approach
- Networking opportunities
- October 18 to 21 in Atlanta

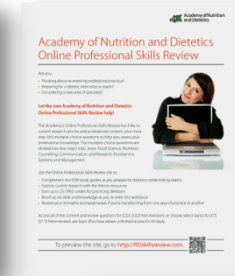
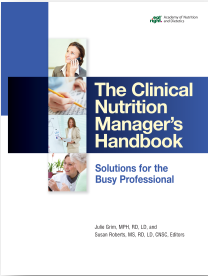


eatright.org/fnce

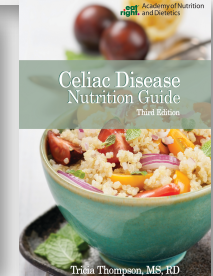
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Books and Resources

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- Print, electronic, web-based versions
- Student Exam Prep (StEP)
- Multi-license access to online kits
- **Nutrition Care Manual** products
- New practice-related products



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9 Award-Winning



Easily and Safely Handle Food

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HomeFoodSafety.org

- Tip sheets, quizzes, educational materials
- *RD Recipes* video series
- Much more

Is My Food Safe? app

- Cooking temperatures
- Shelf life of foods
- Kitchen Safety quiz



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Making Waves at *Journal*

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- **Launch of Editor's Podcasts with Editor-in-Chief Linda Snetselaar**
andjrnl.org/content/editorspodcast
- **Select research, other articles posted pre-print**
andjrnl.org/inpress
- ***Journal* Impact Factor: 3.797, increase of 32% over 5 years**
- **Updated Information for Authors**
andjrnl.org/authorinfo

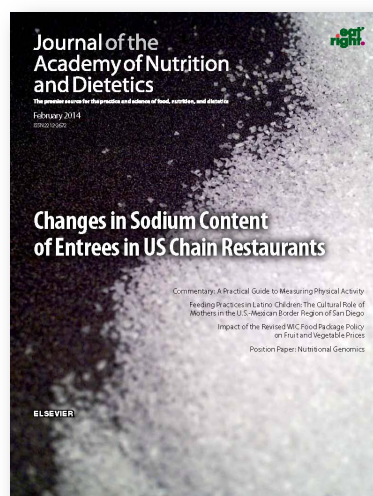


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Journal Hot Topic Areas

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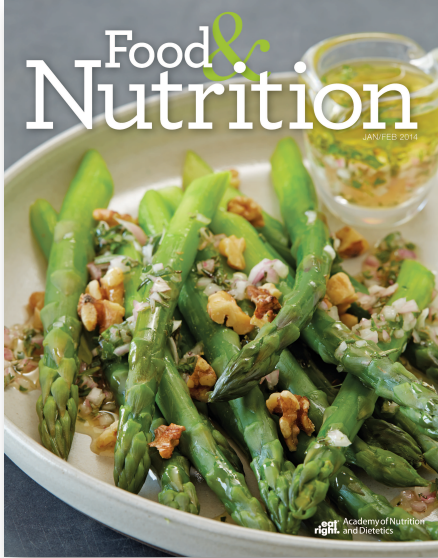
- **Malnutrition Resource Center**
malnutrition.andjrnl.org
- ***Journal* podcasts**
andjnrl.org/content/podcasts
- **New topic collections**
andjrnl.org
 - Nutrition informatics
 - Dietetics education
 - Academy's modern history
 - More



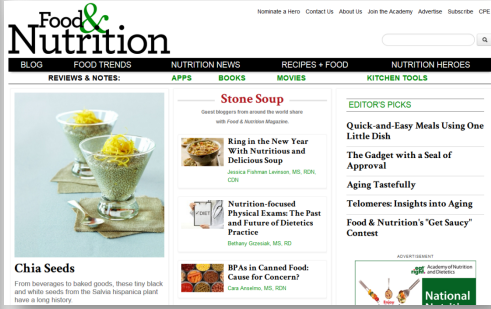
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Bimonthly Magazine

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Print, free app and interactive website



FoodandNutrition.org

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10 You!

Manuel Villacorta, MS, RD, CSSD
Academia de Nutrición y Dietética

What Is Your Highest Goal?

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- Put your talents to work
- Committees, task forces, boards
- Gain leadership skills
- Make a difference no matter your role



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Leadership Vision

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Valuable insights from RDs serving in public office



N.C. Mayor Jackie Sergent, MPH, RD, LDN



N.H. State Legislator Martha McLeod, RD, LD

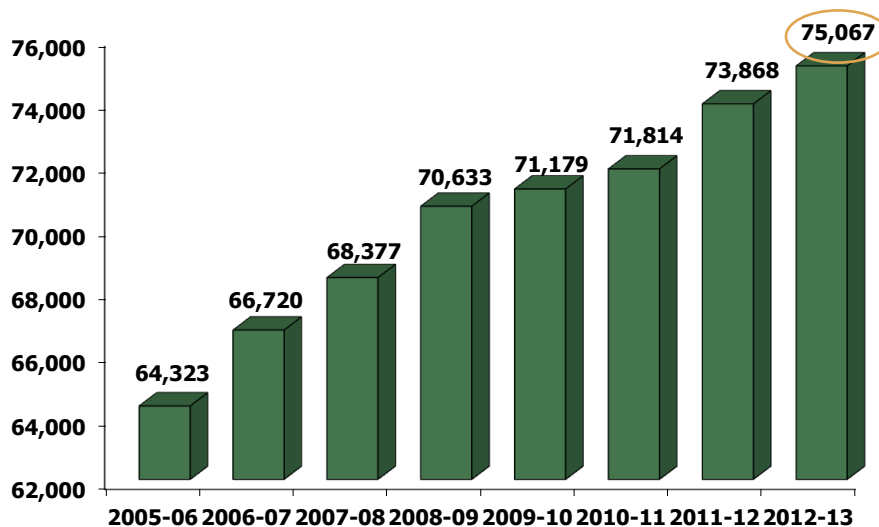


S.D. State Legislator Carol Pitts, RD

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Record-High Membership

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Tangible Value of Membership

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| | Non-member | Member |
|--|------------|---------------------------|
| ▪ 2013 Compensation & Benefits Survey | \$250 | Free |
| ▪ Journal subscription | \$329 | Free |
| ▪ CPE in the Journal | \$1,080 | Free |
| ▪ Find a Registered Dietitian listing | \$249 | Free |
| ▪ Evidence Analysis Library access | \$400 | Free |
| ▪ Membership Certificate | \$20 | Free |
| | | Less to Members... |
| ▪ Nutrition Care Manual subscription | \$362 | \$180 |
| ▪ Post a job opening in EatRightCareers | \$395 | \$195 |
| ▪ Early-bird FNCE registration | \$679 | \$320 |
| ▪ Professional Skills Review | \$325 | \$100 |

Active Category Membership: \$230

This sampling of benefits alone adds up to more than \$3,000 in savings

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100 Years and Moving Forward

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Each one of us needs to fan this flame of change at the local, state and national levels.



**Dr. Glenna McCollum MPH, RDN
2013-2014 President**



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