Evelyn F. Crayton, EdD, RDN Member, BOD



April 26, 2013

Hawaii Dietetic Association

Still Making History:

Academy of Nutrition and Dietetics

Milestone Approaching

















We Are Stronger When...



- Membership
- Preceptors
- Professional Development
- Policy and Advocacy/ ANDPAC
- Foundation/Kids Eat Right
- Public Outreach
- Research
- More!











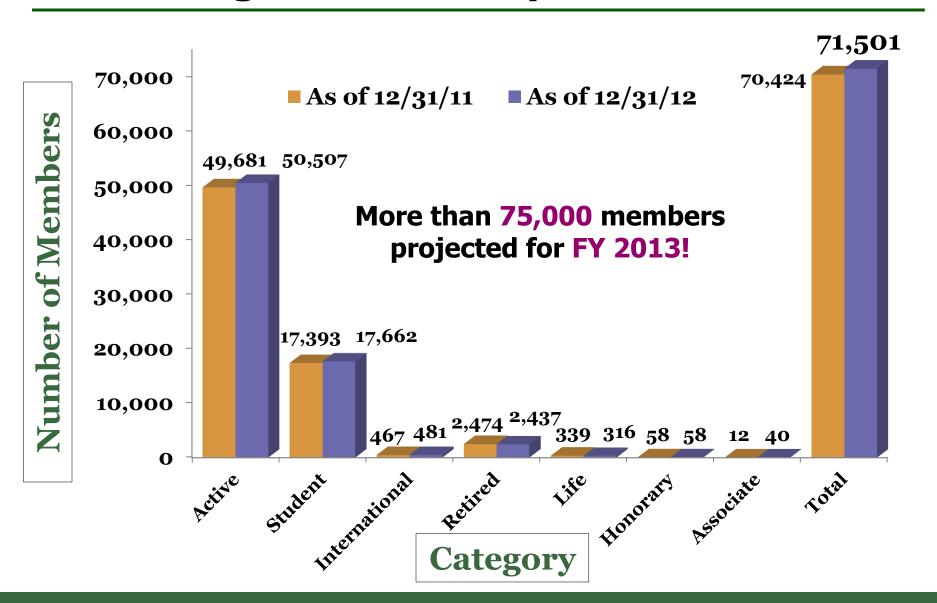
Our Goals Are Strategic





Record-high Membership





Making History: Academy Update

Something for Everyone















And still growing

Exclusive Member Benefits



- Academy Foundation Scholarships
- Participate in eMentoring
- Discounts on products, insurance
- Access to online Career Center
- Subscription to the *Daily News*
- DPG and MIG memberships
- Help from Knowledge Center RDs
- Position and Practice Papers
- Shop Online discounts
- Full access to www.eatright.org
- National Honors and Awards



Tangible Value



	Non-member	· Member
- 2011 Compensation & Benefits Survey	y \$22 <u>5</u>	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
	Me	embers save
 Nutrition Care Manual subscription 	\$315	\$15 7
- Post a job opening in EatRightCareers	\$395	\$195
 Early bird FNCE registration 	\$679	\$320
 Professional Skills Review 	\$325	\$100

Academy Membership: \$226

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

Thank Preceptors...



April: National Preceptor Month

You make our profession possible



We need more preceptors

... And Be a Preceptor



- Recruiting 2,500 new preceptors
- Options and incentives



www.eatright.org/preceptors

National Nutrition Month





Making History: Academy Update

Registered Dietitian Day







Registered Dietitian Day March 13, 2013

Policy Priority Areas



In Washington, D.C., and states

- Must be relevant, current
- Two major areas:
 - Consumer and Community Issues
 - > Professional Issues



Consumer, Community Issues



- Prevention and treatment of chronic disease
- Meeting nutrition needs through the life cycle
- Quality nutrition through education, production, access and delivery
- Nutrition monitoring and research



Professional Issues



- Licensure and protection of the public
- Workforce demand: ensuring access to services delivered by qualified practitioners
- Outcome-driven nutrition services in changing health systems



Member Involvement



- Policy areas related to DPGs
- Includes federal agencies with jurisdiction to increase awareness
- Supportive research is identified
- Will be reviewed annually; our guiding document



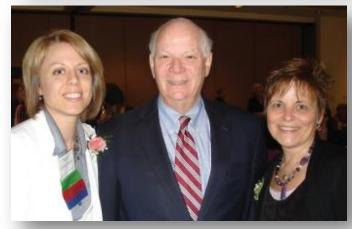
ANDPAC Works for All of Us



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

www.eatright.org/ANDPAC





Be Active in Advocacy



- Communicate with Affiliate,
 DPG Public Policy Panels
- Attend Public Policy Workshop
- Respond to requests from delegates on professional issues
- Make your issues known to your delegates
- Vote
- Keep our voice strong and united





Research Highlights



- 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



Blue Cross-Blue Shield and MNT right. Academy of Nutrition and Dietetics

- Study published in January Managed Care
- First to show a private insurance company's policy decision to cover MNT yields significant health benefits at small cost
- "MNT warrants serious consideration"

The Incremental Value of Medical Nutrition Therapy In Weight Management

Overweight or obese patients who participated in a medical nutrition therapy benefit sponsored through their insurer were compared with individuals who did not participate. Outcomes, including weight change, body mass index, waist circumference, and physical exercise, were collected at baseline and 2 years later.

Donald W. Bradley, MD, chief medical officer and senior vice president for health care, Blue Cross & Blue Shield of North Carolina; Gwen Murphy RD, PhD, assistant consulting professor, Department of Community and Family Medicine, Duke University; Linda G. Snetselaar, RD, PhD, LD, associate head for admissions and curriculum, professor, endowed chair, Department of Epidemiology, University of Iowa College of Public Health; Esther F. Myers, PhD, RD, FADA, Academy of Nutrition and Dietetics; Laura G. Qualls, MHA, senior manager, clinical research, Duke Clinical Research Institute, Duke University Medical Center

ABSTRACT

Objective: To evaluate the incremental cost of and health benefits attributable to medical nutrition therapy (MNT) for managed care members participating in an obesityrelated health management program. Design: Retrospective case-

Methodology: Overweight or obese adult managed care members who utilized the MNT benefit (n=291) were matched, using propensity score matching, with similar individuals (n=1,104) who did not utilize the MNT benefit. Health

Corresponding author

Don W. Bradley, MD Chief medical officer and senior vice president for health care Blue Cross & Blue Shield of North Carolina

PO Box 2291 Durham, NC 27702-2291 Phone: (919) 7654003 Email: don.bradley@bcbsnc.com Disclosures/conflicts of interest D on W. Bradley, MD, Esther F. Myers, and Linda G. Snetselaar report no conflicts. Gwen Murphy discloses that the American Dietetic Association Foundation funded about 20% of her salary throughout the study's data collection period.

Laura Qualls discloses that she is

employed by Blue Cross & Blue

Shield of North Carolina.

outcomes data on weight, body mass index (BMI), waist circumference, and physical exercise were collected via surveys administered at baseline and approximately 2 years later.

Principal findings: Both groups experienced statistically significant reductions in weight, BMI, and waist circumference and increases in exercise frequency. Compared with matched controls, individuals who received MNT were about twice as likely to achieve a clinically significant reduction in weight, with an adjusted odds ratio of 2.2 (95% confidence interval, -1.7-2.9; P<.001). They also experienced greater average reductions in weight (3.1 vs. 1.4 $kg; \beta = -1.75; t[1314] = -2.21; P=.028$ and were more likely to exercise more frequently after participating in the program (F[1,1358] = 4.07, P=.044). There was no difference between the groups in waist circumference. The MNT benefit was used by 5% of eligible members and cost \$0.03 per member per month.

Conclusion: MNT is a valuable adjunct to health management programs that can be implemented for a relatively low cost. MNT warrants serious consideration as a standard inclusion in health benefit plans.

INTRODUCTION

Being overweight and being obese affect over two thirds of Americans, posing a major public health challenge for the United States (Ogden 2006). These individuals are at increased risk of developing type 2 diabetes, hypertension, hyperlipidemia, some types of cancer, and cardiovascular disease (NIH 1998). In addition, the economic toll of being overweight and obesity is substantial. The direct cost of inactivity and obesity has been estimated to account for over 9% of national health care expenditures in the United States, Further, 41% of total health care costs for diseases for which obesity is a known risk factor have been attributable to obesity (Colditz 1999, Oster 2000). Bachman et al found that the point estimates of increased health care costs for overweight or obese patients compared with health care costs for normalweight patients ranged from 2% to 23% for pre-obese/overweight, 21% to 54% for obese class 1, 43% to 57% for obese class 2, and 78% to 111% for obese class 3 (Bachman 2007).

The clinical benefits associated with weight reduction have been well documented. In a review of weightloss studies, Goldstein found that a substantial proportion of obese individuals with type 2 diabetes, hypertension, and hyperlipidemia experienced positive health benefits with modest weight losses of approximately 10% or less of body weight (Goldstein 1992), The Diabetes Prevention Program demonstrated that lifestyle interventions that produced

MANAGED CARE / JANUARY 2013

Nutrition Care Process Highlights right Academy of Nutrition and Dietetics

Are you using all NCP resources to your advantage?

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



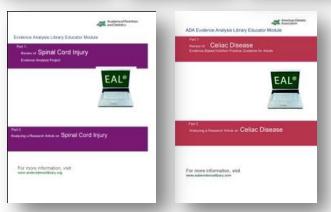


EAL Highlights



- Evidence Analysis Library summarizes best nutritional research in accessible website
- Questions, conclusion statements, evidence summaries, supporting documentation
- Systematically developed statements based on scientific research to assist practitioner and patient decisions
- EAL resources include evidence-based practice nutrition toolkits, educator modules, presentations
- New in 2012 NutriGuides: app for iPhone, iPad, Android More than 300 recommendations.







New Hospital Health Initiative



- Announced at FNCE 2012
- 24 states, 154 hospitals, more than 60 million meals
- Increase fruits and vegetables
- More healthy menu options
- Keep costs affordable
- Adjust how foods are prepared, marketed

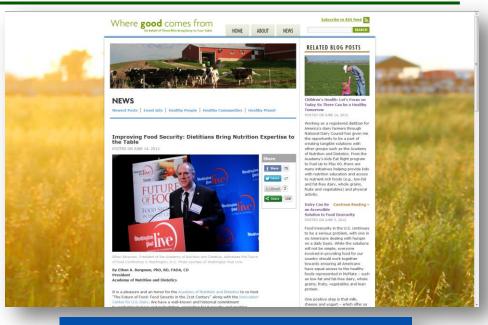




Reduce Food Insecurity



- Identify game-changing innovations
- Aligning with Feeding America and National Dairy Council
- Through Foundation grants, RDs will provide resources, programs, expertise







Exercise Is Medicine Initiative



With American College of Sports Medicine



- Physical activity is integral to prevention and treatment of disease
- SCAN and WM DPGs collaborated
- Free toolkit being finalized

Stay Competitive: Professional Development

- **Keep current**
- Challenge ourselves
 - **Develop new skills**
- Discover opportunities



Advance Your Knowledge



- 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 »



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 »

Making History: Academy Update

www.eatright.org/cpd

FNCE: The Gold Standard



- 99% come for education
- 20+ hours of CPE available
- Cutting-edge topics, research





- Popular new programming like point-counterpoint debates
- Networking opportunities
- October 19 to 22 in Houston
- www.eatright.org/fnce

The Value of Volunteering



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





Making History: Academy Update

Visioning Report Update



Vision for Education, Credentialing and Practice

"This visioning report focuses on recommendations related to the future continuum of education, practice and credentialing from entry-level to advanced practice, designed to optimize the nation's health and elevate the practice of nutrition and dietetics."

"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

HOD Mega Issues 2012-2013



Spring 2012:

Continuum of Professional Progression and Growth

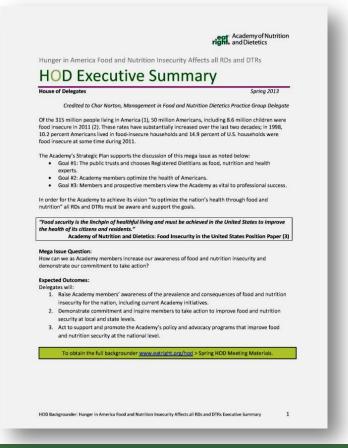
www.eatright.org/hod

Fall 2012:

Moving Forward – A Vision for Education, Credentialing and Practice and Public Health Nutrition: It's Every Members' Business

Spring 2013:

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



Your Food and Nutrition Source It's About Eating Right

Guidance in Acting Ethically

In This Section

Who We Are

FAQs

Diversity

Position and Practice

Papers

Work at Academy

Governance/Leadership

Join Academy

▶ Popular Diet Reviews

▼ Tip of the Day

Beat the Flu Bug

According to the Centers for Disease Control and Prevention, January and February are the peak months of flu activity. The best defense against the flu is a year-round offense including eating right, staying active, getting enough rest and minimizing stress.

View Entire Text

More Tips:

New Year's Bean Soup

Tip of the Day Index

Featured Product

Special Feature

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 Etnics 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 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

Watch and Learn

Video Library »



Academy in the Media







30 billion impressions: print, broadcast, electronic

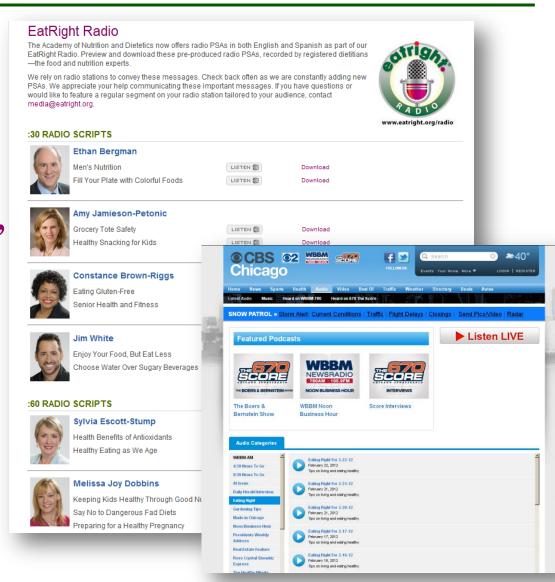


On the Radio



EatRight.org/radio

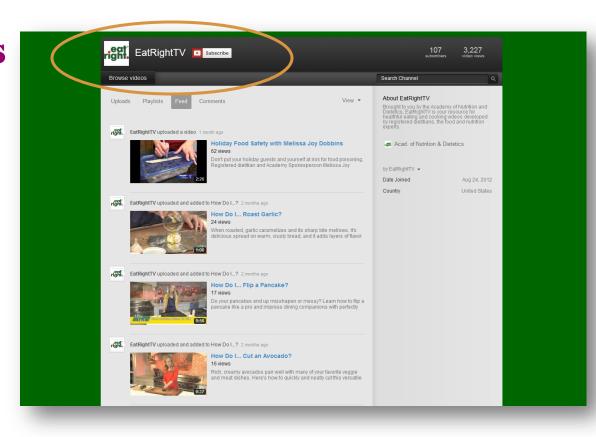
- EatRight Radio
- Free PSAs & regular segments for stations, websites, blogs
- Targeted populations
- Catalog of scripts for members to use in local markets



EatRightTV



- Academy videos being seen in health provider waiting rooms and online
- Reaching 2.6
 million viewers
 per month



www.youtube.com/EatRightTV

Get expert answers to your health questions.



Academy of Nutrition and Dietetics

Profile

Answers

Connections

Blog

Our Mission

The Academy of Nutrition and Dietetics (formerly the American Dietetic Association) was founded in 1917, and is the world's largest organization of food and nutrition professionals. The Academy of Nutrition and Dietetics is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy.

Learn more at www.EatRight.org.

Online:



🔋 @eatright

Links:

Eat Right Nutrition Resources Guides Academy of Nutrition and Dietetics Find a registered dietitian in your area Kids Eat Right Home Food Safety Eat Right Shop



Expanded, Updated Social Media right. Academy of Nutrition and Dietetics





- facebook.com/EatRightNutrition
- facebook.com/ AcademyofNutritionandDietetics
- facebook.com/KidsEatRight
- facebook.com/NatlNutritionMonth
- @FoodNutriMag
- @EatRight
- @eatrightFNCE
- @EatRightPro
- @kidseatright
- pinterest.com/FoodNutriMag
- pinterest.com/kidseatright



Reviews of Books and Apps



by Academy Spokespeople



www.eatright.org/dietreviews www.eatright.org/appreviews

Easily and Safely Handle Food

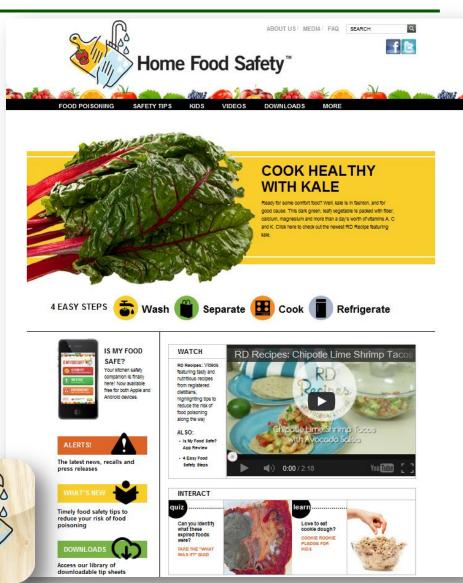


HomeFoodSafety.org

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

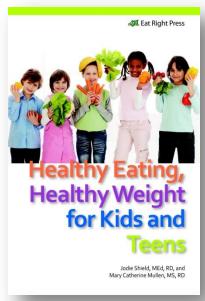
Is My Food Safe? app

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



Books and Resources







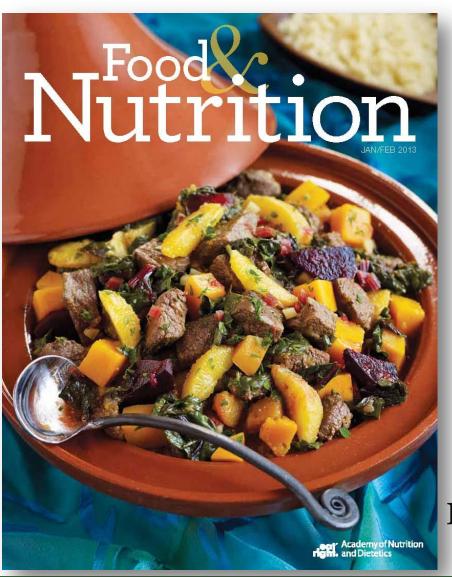




- Print and web versions
- New apps
- Consumerimprint:Eat Right Press
- Nutrition Care
 Manual: resources
 replace traditional
 print manuals

Award-Winning Magazine





And interactive website



FoodandNutritionMagazine.org

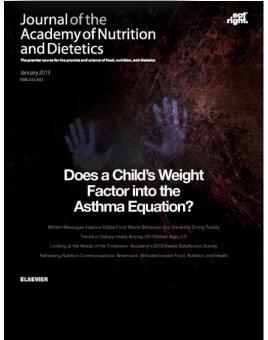
Making History: Academy Update

Making History at the *Journal*



- New Editor-in-Chief: Linda Snetselaar, PhD, RD
- Select research, other articles posted pre-print at andjrnl.org/inpress
- Journal's Impact Factor is 3.586, increase of more than 10 percent over previous year

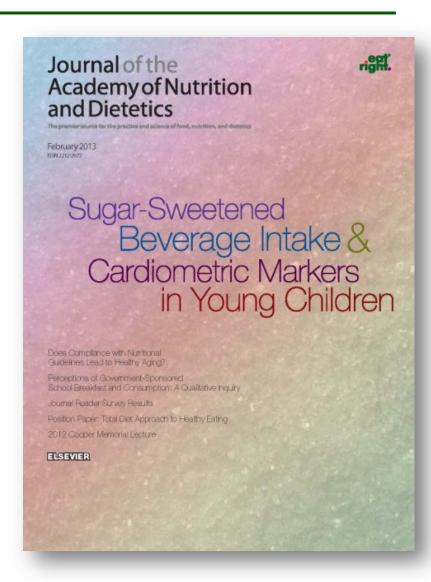




Journal Hot Topic Areas



- Malnutrition Resource Center malnutrition.andjrnl.org
- Topic Collections www.andjrnl.org
 - Childhood Obesity and Overweight
 - Nutrient Analysis and Menu Labeling
 - Nutritional Genomics
 - Cultural Competency
 - More





Academy of Nutrition and Dietetics

Academy of Nutrition and Dietetics Foundation

Members Take Action



Educate, advocate, demonstrate expertise





www.eatright.org/volunteer

www.facebook.com/KidsEatRight

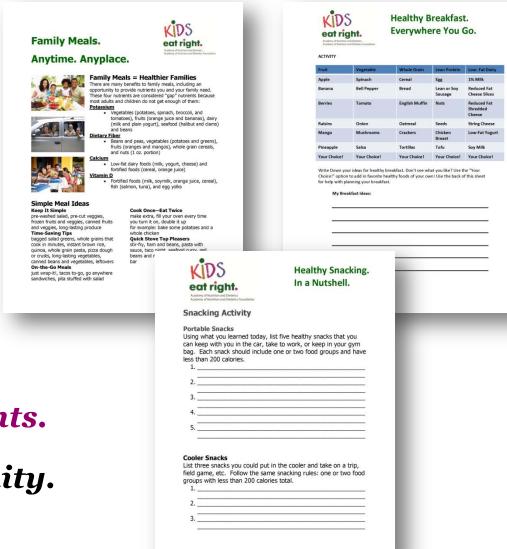
Twitter: @KidsEatRight

Making History: Academy Update

Kids Eat Right Toolkits



- 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.





all ages baby toddler preschooler gradeschooler teen



your source for scientifically-based health and nutrition information you can trust to help your child grow healthy. As a parent or caretaker you need reliable resources and you can find them here, backed by the expertise of nutrition profession



hot tip

1.5 million+ Page Views



shop smart

To encourage a healthy lifestyle, get your children involved in selecting the food that will appear at the breakfast, lunch or dinner table



cook healthy

Involve your child in the cutting, mixing and preparation of all meals. Even a snack can be healthy.



eat right

Sit down together as a family to enjoy a wonderful meal and the opportunity to share the day's experiences with one another.



article of the week

Kids Have Allergies? Meal Options at School

Does your child have a food allergy or intolerance? Partner with your school's food service and nutrition staff (many of whom are registered dietitians) to find safe and nutritious opt... more >

more articles



reviews (5)

Mean? Many food products include open dating

Sell By, Use By, What Do They

on the label or packaging. The most common are sell-by, use-by and expiration date. Here's what they mean.

more tips



recipe of the week

Lemon Fresh Tabbouleh

Tabbouleh is a classic Middle Eastern dish. This version, inspired by the Palouse region's vast wheat fields, is considerably slimmed down from the traditional version, more a

more recipes

featured video



reviews (3)

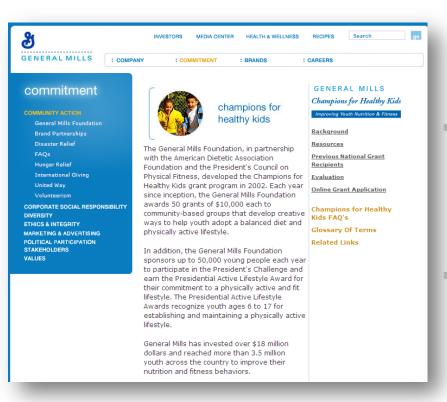
Pretzel Crusted Chicken

Hesitant to feed your kids those frozen, breaded and fried chicken nuggets? This pretzel crusted chicken slashes calories and fat more a

more videos

Champions for Healthy Kids





- Ten years 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 the expertise of a registered dietitian

Scholarships and Awards



- \$150,000 through research funds
- \$35,000 research grant funded through Food and Nutrition Research Endowment
- Endowment is fully funded by members





Childhood Obesity Research



Examples:

- BMI² study: "Brief Motivational Interviewing to Reduce Child Body Mass Index"
- NIH-funded Follow-Up to Healthy Lifestyles Research Study



Foundation Supports Research right Academy of Nutrition and Dietetics





- Food and Nutrition Research Endowment reaches \$2 million
- Nearly \$75,000 through named research funds
- \$50,000 for work of **Dietetics Practice Based** Research Network

Still Making History











Making History: Academy Update

Keep Making History



Academy of Nutrition and Dietetics



Founded as the American Dietetic Association

1917 – 2017

Making History: Academy Update