

The following are activity highlights since our September 2023 Board meeting.

Syndication Pilot Launch

In October, the Strategic Communications team launched a “[Find a Nutrition Expert](#)” syndication pilot that streamlines access to crucial nutritional expertise, facilitating easier connections between individuals and registered dietitian nutritionists. This integration enables a personalized approach by allowing users to find professionals based on specific criteria, enhancing the tailored matching of individuals with appropriate nutrition experts. Ultimately, this initiative promotes better health outcomes by fostering efficient and targeted collaborations between users and RDNs.

Social Media (January 1 – December 11, 2023)

Totals

- 14.1 million impressions
- 431,644 engagements (15.8% increase over last year)
- 1.2 million followers (5% increase over last year).

@eatrightPRO profiles

- 9.9 million impressions
- 288,136 engagements (14.8% increase over the same time period in 2022)
- 425,218 followers (growth of 42,204 followers, or 9.1% more followers than this time period in 2022).

@eatright and @kidseatright profiles

- 4.2 million impressions
- 143,508 engagements (17.9% increase over the same time period in 2022)
- 736,602 followers (growth of 20,235 followers, or 2.8% more followers than this time period in 2022).

Academy’s News Media Outreach

Between January 1 and December 11:

- Academy Spokespeople generated 2,000 media mentions with a total potential reach of 7.6 million.
- The 2023 Food & Nutrition Conference & [®] Expo generated 356 media mentions with a total potential reach of 438 million.
- The *Journal* generated 1,420 media mentions with a total potential reach of 7.67 billion.
- During this past fall, the Academy developed and distributed press releases generating substantial media coverage, including: Academy of Nutrition and Dietetics Offers Tips for Healthful Eating as Consumer Food Spending Increases (October 31) generated 1,200 media placement with a total potential reach of 3.6 billion Academy of Nutrition and Dietetics Provides Thanksgiving Meal Tips for Children (November 7) generated 628 placement with a total potential reach of 3.7 billion.

- Academy of Nutrition and Dietetics: Nutrition Plays Vital Role in Managing Diabetes (November 16) generated 627 placements with a total potential reach of 3.6 billion.

International Student Dues

In November, the House Leadership Team approved a recommendation of the Member and Student Advisory Committee to align the International Student dues and benefits with the Student category dues and benefits. They agree that this change would likely attract more international student members to the Academy. This recommendation will be phased in and finalized for the 2024-2025 Membership year beginning with a promotional period starting February 1.

FNCE® Exhibitor Renewals for 2024

Onsite renewals for FNCE® 2024 began in Denver in October and continued with Expo floor managers encouraging exhibitors to select their 2024 booth space. This has resulted in 68% of the 2023 exhibiting companies selecting their 2024 booth space. Past renewals since 2016, with the exclusion of the two virtual years, ranged from 49% to 54%. This is a strong indicator for exhibitor growth for FNCE® 2024 and a sign that the Academy is rebounding toward pre-COVID levels.

Marketing Performance Data

Through the first six months of FY 2024, Amazon sales are up 20% over the same period during FY 2023 and up 22% over the same period during FY 2022. Total Amazon sales for FY 2024 are \$79,000, with 13,728 net units sold. The FNCE® 2023 email marketing campaign used targeted audiences and strategic messaging that drove up both click and open rates from 47.5% and 3%, respectively, in 2022, to 52.1% and 3.6% for 2023. Performance data will be used to further refine and enhance the 2024 campaign.

Thanks in large part to an aggressive marketing campaign in the summer and fall individual student orders on eatrightPREP.org are up 4% over the same time in FY 2023: from \$70,929 through November 2022 to \$82,953 through November 2023.

Research and International Scientific Affairs Update

The Data Science Center of the Research International Scientific Affairs team collaborated with CDR to provide input for food insecurity diagnostic criteria for adults and children being considered by the [Gravity project](#). This project aims to document social determinants of health in electronic health records; the Academy has served as terminology lead for food insecurity in this ongoing collaboration.

The second iteration of the International Nutrition Care Process Implementation Survey, or [INIS consortium](#), data collection concluded in October 2023. INIS tracks the implementation of Nutrition Care Process and Nutrition Care Process and Terminology in 23 countries. The Data Science Center is responsible for collection data in the U.S. and is part of the core team of investigators leading the INIS consortium activities.

Dissemination activities included:

- A presentation on the Nutrition Care Process Terminology during SNOMED's conference in Atlanta, Ga., in October.
- FNCE 2023[®] presentations:
 - Advancing the Food as Medicine program access through advocacy and evidence-based practices
 - Unraveling the Mysteries of Human Milk: Present and Future
 - Confronting Incongruity in Evidence-Based Practice: A Case Study in Chronic Kidney Disease
 - Going Beyond Glycosylated Hemoglobin: How Dietitians Impact Outpatient Diabetes Care and Outcomes
 - Leading Change in Malnutrition: Improving RDN Value by Leveraging Data Analytics in Long Term Care

Evidence Analysis Center Publications

Here is a list of peer-reviewed publications based on projects completed by EAC since late September:

- Position of the Academy: *Medical Nutrition Therapy Behavioral Interventions Provided by Dietitians for Adults with Overweight or Obesity* (pre-proof published in the *Journal*)
- The effectiveness of medical nutrition therapy provided by a dietitian in adults with prediabetes: a systematic review and meta-analysis, published in the *American Journal of Clinical Nutrition*
- Celiac Disease: An Academy Evidence-Based Nutrition Practice Guideline, published in the *Journal*
- Human Milk Nutrient Composition Data is Critically Lacking in the United States and Canada: Results from a Systematic Scoping Review of 2017-2022, published in *Advances in Nutrition*.
- Two new reviews were published on the [Evidence Analysis Library](#): *Malnutrition in Older Adults Systematic Review* and *Vegetarian Nutrition Disease Prevention Umbrella Review*.
- The Electronic Nutrition Care Process and Terminology was updated online with 2021-2023 terms to meet U.S. regulatory requirement for a clinical quality measure. Work continues on a new website. A new Structured Query Language database has been created to house the NCP terminology and definitions.
- The *Nutrition Care Manual* added links to the Food and Agriculture Organization of the United Nations Country-Specific [Food-Based Dietary Guidelines](#), serving more than 100 countries in the NCM Suite Resources sections. The 2022 NCM Suite Updates [webinar](#) with one free CPEU has received more than 430 views.

FNCE[®] 2023 Sessions and Posters Based on Projects Completed by the EAC

- Guidelines in Network presentation: A reimagined process for stakeholder involvement in evidence-based nutrition practice guideline development: a usability and focus group approach
- Poster: Combating Diet Misinformation Through Navigating the Complexity of Prescribed Versus Actual Dietary Intake in Nutrition Research

- Poster: Navigating Complexity of Nutrition Interventions: Important Considerations When Interpreting Evidence on This Topic
- Poster: Relationships Between Vegetarian or Vegan Diets and Incidence of Cardiovascular Disease in the General Population: An Umbrella Review of Systematic Reviews
- Session: Providing MNT for the Pediatric Type 1 Diabetes Population: What Does the Evidence Show?
- Session: Unraveling the Mysteries of Human Milk: Present and Future.

FNCE® 2023 Policy and Legislation Highlights

In addition to leading five sessions, the Academy’s Policy Initiatives and Advocacy team hosted briefings and events for policy leaders, including a reception for VIP ANDPAC donors, where U.S. Rep. Diana DeGette (Colo.) spoke on the important role Academy members play in communities across the country. Agriculture Secretary Tom Vilsack shared video remarks highlighting USDA initiatives such as the Agricultural Science Center of Excellence for Nutrition and Diet; \$30 million in grants to school districts through the Healthy Meals Incentive Program; updated WIC food packages; the Gus Schumacher Nutrition Incentive Program to incentivize SNAP participants to buy fruits and vegetables; and other programs to advance food and nutrition security, reduce diet-related chronic diseases and promote equity. “As trusted and credible messengers, your advocacy and power can help ensure we achieve our shared goals of maximizing our federal nutrition programs, tackling food and nutrition insecurity and improving public health,” Vilsack said.

MyPlate Listening Session

In October, members of the MyPlate team including Caree Cotwright, PhD, RDN, LD, an Academy member and director of nutrition security and health equity, joined an Academy listening session to gather input regarding experiences using the resource to help consumers make healthful choices. Academy members were asked to share success stories and experience-based ideas on what RDNs and NDTRs need to better integrate MyPlate into nutrition education efforts.

Gold MyPlate Champion and Ethics Modules Update

The Academy has been recognized as a “Gold MyPlate Champion” in the inaugural cycle of the USDA’s MyPlate National Strategic Partner Recognition Program.

The Nutrition Information Services team worked with the Ethics Committee in updating four modules that had previously generated close to \$20,000 in non-dues revenue during the past three years. Each module explores the Code of Ethics and potential ethical dilemmas as they relate to nutrition and dietetics practice and satisfies the minimum one CPEU of Ethics that RDNs and NDTRs must complete during each five-year recertification cycle. All four modules are available for download in eatrightSTORE.org and their CPE is valid through November 9, 2026.

New Academy Publications

Three new publications were released in the past few months:

- *Pocket Guide to Chronic Kidney Disease and the Nutrition Care Process (2nd ed.)*
- *Health Professionals Guide to Dietary Supplements*
- *Complete Recipe Writing Guide*

The [*Complete Recipe Writing Guide*](#) was named one of the best books of November and for the holidays by Michelin three-star chef Eric Ripert of Le Bernadin. This is the latest in a long list of praise and accolades for the book, for which the Academy has launched an Amazon promotional campaign that currently sees it ranked in the top 25 best-sellers in the Professional Cooking category.

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