

**PRESIDENT'S REPORT  
BOARD OF DIRECTORS MEETING  
MAY 14, 2021**

**eat  
right.**™ Academy of Nutrition  
and Dietetics

Following are activity highlights since our February meeting.



**Virtual Ceremony: Academy Rings Nasdaq's Opening Bell on World Health Day**

On April 7, I represented the Academy in a [virtual ceremony](#) opening Nasdaq's trading day. I was joined by Academy Spokespeople and encouraged everyone "to seek the advice of RDNs. We are the food and nutrition experts who can help everyone develop individualized eating and activity plans to meet their health goals. We specialize in translating nutrition science into practical advice for consumers."

**National Nutrition Month®**

This year's theme of National Nutrition Month® was *Personalize Your Plate*, encouraging consumers to seek the advice of RDNs to help develop individualized eating and activity plans to meet health goals. In celebration of National Nutrition Month®, it was an honor to have my photo featured in New York's Times Square on March 8.



Registered Dietitian Nutritionist Day, which was held on March 10, plays a significant role in building awareness and recognition for RDNs. Academy members were asked "In what ways do you help people customize their food choices to be as unique as they are?" We received many thoughtful and inspirational replies; the winner of the contest was Academy member Jasmine El Nabli, MS, RDN. Here is her response.

*Our nutrition is just as unique as we are. As a registered dietitian, I always get asked, what is the perfect diet? And my answer is always the same. The perfect diet is one that is sustainable, nourishing, promotes health and longevity and is individualized to you. I personalize nutrition and few choices by prioritizing individual lifestyle, personal preference, and cultural identity, all while creating a safe space that fosters active communication and reflective listening. The truth is, there are nutrient dense foods in every culture's cuisine, and the challenge for many is discovering the healthy choices that are possible for them, the choices that make them unique. What I do is help people find healthier alternatives to learn better cooking methods and understand what comprises a balanced diet. Through the combination of a whole-body approach and scientific research, I empower and educate individuals on how to implement small changes in their daily life that in turn lead to sustainable and lifelong healthy habits.*

**National Nutrition Month® Media Coverage: Millions of Views, Impressions, Engagement**

From March 1 to 31, National Nutrition Month® messages appeared in 50,781 social media posts on the full spectrum of platforms, generating 340.8 million impressions. For live Twitter chats, the #NNMchat hashtag was used in 2,264 posts generating 31.5 million impressions. The #RDNDay hashtag was used 3,024 times, generating 13.1 million impressions. The Academy's social media toolkit generated 34,743 page views by 24,301 unique users.

National Nutrition Month<sup>®</sup> also generated excellent media coverage through a variety of online, television, print and radio outlets. Approximately 3,500 mentions of National Nutrition Month<sup>®</sup> reached 1 billion people.

Both social media and traditional media coverage generated traffic to the Academy's websites. In February and March, more than 1.37 million users visited eatright.org, with 2.4 million total page views. The National Nutrition Month<sup>®</sup> landing page and its subpage generated 142,288 page views. Academy handouts were made available in additional languages this year with the help of Academy members. These resources were viewed and/or downloaded 131,305 times in English, 4,375 in Spanish, 520 in Arabic, 513 in Chinese, 392 in Hindi and 192 in Tagalog; 4,454 people completed submission forms to use the National Nutrition Month<sup>®</sup> logo with permission.

### **Revitalized Strategic Plan Update**

In April, I sent a message to all Academy leaders announcing that the Board of Directors has revitalized the [Academy's Strategic Plan](#) to prioritize programs and initiatives in four areas where the Academy will focus efforts to accelerate progress towards achieving [its vision and mission](#). The Academy's plan includes impact goals that help focus, set priorities and assign resources in well-being and prevention, nutrition care and health systems, nutrition security and food safety, and diversity and inclusion.

Four new overarching, organization-wide goals that address inclusion, diversity, equity and access, known as IDEA, have been incorporated into the Strategic Plan. The goals will form the foundation of an IDEA action plan. The Board's Diversity and Inclusion Committee will continue to make recommendations to support this important work.

In revitalizing the Academy's Strategic Plan, the mission and vision remain timely and relevant:

*Vision: A world where all people thrive through the transformative power of food and nutrition*

*Mission: Accelerate improvements in global health and well-being through food and nutrition*

Academy leaders and teams will be working to integrate the revitalized Strategic Plan into their program of work where appropriate.

### **Diversity and Inclusion Committee Update**

The Board's Diversity and Inclusion Committee actively solicited nominations for its awards and grants program and saw a 110% increase. Recipients are scheduled to be announced in late May.

### **Academy Representative to ICDA**

The Academy has enjoyed a long-standing relationship with International Confederation of Dietetic Associations (ICDA) as a National Dietetic Association member. Academy member and RDN Tatyana El-Kour has been named as a representative to ICDA for a two-year term. Judy Rodriguez, our current ICDA representative, has been elected to ICDA's Board of Directors.

### **Member Nominated to AAO Panel**

Academy member and RDN Rebecca Brody an expert in dysphagia screening and management, has been nominated to participate on the American Academy of Otolaryngology – Head and Neck Surgery's "Expert Consensus Statement: Prevention and Management of Dysphagia in Head & Neck Cancer Patient" Panel. The purpose of this statement is to provide expert consensus on the prevention and management of swallowing impairment among head and neck cancer patients.

### **Member Appointed to AANI Work Group**

Academy member and RDN Nancy Walters an expert in geriatric nutrition, has been appointed to the American Academy of Neurology Institute's Amyotrophic Lateral Sclerosis Quality Measure Development Work Group. The group will update the 2012 [Amyotrophic Lateral Sclerosis \(ALS\) Quality Measurement Set](#) by reviewing guidelines, measures and additional published literature pertinent to ALS.

### **COVID-19 Relief and Recovery Update**

President Biden signed the American Rescue Plan into law in March, providing immediate relief from the pandemic, including key Academy nutrition priorities and expanding access to federal nutrition programs. The Academy will continue advocating for recovery priorities such as Healthy School Meals for All.

### **Medicare Advocacy Efforts**

The Academy shared an action alert with all members, asking them to urge their members of Congress to co-sponsor the Medicare Sequester COVID Moratorium Act, which would extend sequestration relief for the duration of the COVID-19 public health emergency. The Academy will continue to work closely with a large coalition of other provider groups to fight against cuts to Medicare payment rates. Two Medicare coverage bills that the Academy supports were reintroduced in March. The Treat and Reduce Obesity Act (H.R. 1577/S. 596) would allow RDNs to provide and bill Medicare for intensive behavioral therapy for obesity. The Nutrition CARE Act (H.R. 1551/S. 584) would expand Medicare MNT coverage to include eating disorders.

### **Licensure Update**

Eleven states have undertaken initiatives either to enact new licensure laws or strengthen and modernize existing ones in the current legislative session. An improved North Dakota bill and Arizona bill, establishing for the first-time dietetics licensure in the state, are both imminently likely to obtain final passage and be signed into law. The Academy is working with affiliates to defeat challenges to licensure laws, including newly devised efforts to weaken licensure standards.

### **Appropriations Advocacy**

The Academy continues to advocate for strong annual funding for a variety of federal health and nutrition programs that expand access to care, combat food insecurity and foster health equity. Top priorities include funding for *Dietary Guidelines for Americans* education campaigns; CDC obesity grants; the Women, Infants and Children's program; school kitchen equipment grants; senior nutrition programs; agriculture research; and diversity in allied health professions including nutrition and dietetics. Academy member leaders and staff are working directly with congressional offices, utilizing ANDPAC funds and collaborating with a variety of coalitions to support these efforts.

### **Food Safety Throughout the Lifecycle**

The Academy continues to advocate for a safe food supply throughout the lifecycle. Recently, there have been congressional reports that leading baby food manufacturers knowingly sold baby food that contained high levels of heavy metals. The Academy urges all food companies to take the necessary measures to ensure their products are safe to consume. Additionally, the Academy urges the US Congress to prioritize food safety across all food manufacturing companies.

### **School Food Modernization Act**

The bipartisan School Food Modernization Act of 2021 (S. 876) would expand schools' ability to modernize kitchen infrastructure and equipment, strengthen workforce training, improve food access

to students, and support emergency preparedness for the future. The Academy is a proud champion of this bill and sent an action alert to all Academy members, asking them to urge their Senators to become a co-sponsor.

### **Eat Right Advocacy Challenge**

After the success of the inaugural Eat Right Advocacy Challenge in 2020, which increased the visibility of ANDPAC's important advocacy efforts and raised more than \$8,000 for ANDPAC, Affiliate, DPG and MIG leaders were once again asked to encourage their members to participate in the 2021 challenge throughout National Nutrition Month<sup>®</sup>. At the time of drafting this update, the 2021 challenge is set to surpass last year's number of participants as well as overall donations.

### **Meetings:**

Board members presented at the following virtual meetings:

- February 25: Linda Farr, Kentucky affiliate
- March 4: Kevin Sauer, Georgia affiliate
- March 5: Kevin Sauer, Louisiana affiliate
- March 13: Linda Farr, Nevada affiliate
- March 30: Kevin Sauer, Illinois affiliate
- April 8: Linda Farr, Tennessee affiliate
- April 8: Linda Farr, Texas affiliate
- April 10: Kevin Sauer, Kansas affiliate
- April 13-15: Ellen Shanley, NDEP spring meeting
- April 14: Linda Farr, California affiliate
- April 15: Linda Farr, New York affiliate
- April 17: Linda Farr, Pennsylvania affiliate
- April 21: Kevin Sauer, West Virginia affiliate
- April 22: Linda Farr, Idaho affiliate
- April 23: Kevin Sauer, Missouri affiliate
- May 3: Kevin Sauer, Illinois affiliate
- May 11: Linda Farr, Institute of Food Technologists

The *Bridging the Boardroom and Classroom* program engages Board members with students and interns in a virtual setting to enhance retention of Student category members to the Active member category, recruit of new Student members, and build enthusiasm and awareness of the Academy and its Student member benefits and services. Board members delivered the *Bridging the Boardroom and Classroom* presentation at the following virtual meetings:

- March 1: Kevin Sauer, California State Polytechnic University – Pomona
- March 15: Lauri Wright, National Healthcare Corporation
- March 15: Livleen Gill, University of Illinois at Chicago Student Nutrition Association
- March 16: Lauri Wright, University of Wisconsin – Stevens Point
- March 16: Linda Farr, University of Pittsburg Student Dietetic Association
- March 17: Kevin Sauer, Fontbonne University
- March 23: Joanne Graham, Tennessee Technical University
- March 23: Kevin Sauer, Loyola University Chicago
- March 24: Joanne Graham, Brigham Young University
- March 29: Linda Farr, Eastern Illinois University
- March 29: Ellen Shanley, University of Delaware Nutrition and Dietetics Club

- March 30: Kevin Sauer, Louisiana State University Student Nutrition and Dietetics Association
- April 6: Kevin Sauer, Samford University
- April 7: Linda Farr, Georgia Student Dietetic Association
- April 7: Tammy Randall, State University of New York – Oneonta
- April 7: Dave Donnan, University of Alabama
- April 7: Kevin Sauer, University of Puerto Rico
- April 10: Linda Farr, Texas Student Dietetic Association
- April 16: Ellen Shanley, College of the Ozarks
- April 19: Ellen Shanley, University of Arkansas Medical Science
- April 20: Kathleen Niedert, Eastern Kentucky University
- April 20: Lauri Wright, Benedictine University
- April 20: Linda Farr: University of Georgia
- April 21: Tammy Randall, Delaware State University
- April 21: Terri Raymond, Bradley University
- April 23: Linda Farr, Vanderbilt Medical Center
- April 23: Kevin Sauer, Keiser University – Lakeland Campus
- April 23: Linda Farr, Texas A&M University
- April 26: Kevin Sauer, University of Houston
- May 3: Cathy Christie, Life University
- May 5: Kevin Sauer, Gateway Community College
- May 10: Kevin Sauer, Hunter College

**SUBMITTED BY:** Linda T. Farr, RDN, CSOWM, LD, FAND