

CEO'S REPORT
BOARD OF DIRECTORS MEETING
MAY 9-10, 2019

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right. and Dietetics

Activity highlights since our February meeting follow.

Academy Sponsors Women's Health Roundtable: Focuses on Nutrition and Health Equity

African-American women face health disparities for chronic diseases and have significant higher maternal mortality rates than other racial and ethnic groups. As National Nutrition Month[®] came to a close, Academy leaders and staff met March 29 at our Chicago headquarters with U.S. Rep. Robin Kelly (Ill.), chair of the Congressional Black Caucus Health Braintrust, to identify opportunities for collaboration and nutrition solutions aimed at improving health equity for women of color. The roundtable highlighted the role of Academy members and marked the establishment of a strategic



relationship that will foster future initiatives to address disparities and inequity. With Jeanne Blankenship and Robert Blancato, national coordinator of the Defeat Malnutrition Today Coalition, Rep. Kelly has also co-authored an article scheduled for publication in a September *Journal* supplement focused on malnutrition. The article calls for increased attention to malnutrition and the relevance of electronic measures in the delivery of high-quality care.

Opportunities for Telehealth

Opportunities continue to grow for the Academy to leverage telehealth as a tool for delivering nutrition services, and the Academy continues to identify and pursue opportunities to appropriately position members as the nutrition experts in this rapidly evolving space. One strategy includes collaboration with the Center for Telehealth and e-Health Law to help overcome legal and regulatory barriers that impact the utilization of telehealth services as well as educate stakeholders on the qualified providers of nutrition services. Most recently, CTeL invited Pepin Tuma and Marsha Schofield to present a webinar addressing key issues, including qualified providers, employing RDNs, licensure, and scope of practice, that need to be considered when designing and implementing new and innovative nutrition programs via telehealth.

Malnutrition Clinical Characteristics Validation and Staffing Optimization Study

Five sites have been selected to conduct research training for registered dietitian nutritionists involved in the Malnutrition Clinical Characteristics Validation and Staffing Optimization Study. The first training of research RDNs will take place in June at the University of Michigan. This study will involve 60 adult and 60 pediatric sites where RDNs will collect data on patients and on their workflow and facility. The study is in its recruiting phase; we are working with 112 of the 120 sites needed to get them through their Institutional Review Board requirements, contracts and data utilization processes.

Nutrition Impact Summit Survey

The Council of Research's Research Priorities and Strategies Development Task Force has finalized its initial analysis from the Nutrition Impact Summit and Member Engagement Survey. The task force's work will inform a survey that will help finalize the Academy's research priorities. This survey will undergo pilot testing and will be distributed to Academy members during the summer.

NCP Trainers

The Research, International and Scientific Affairs Team has developed a training program to build a team of official Academy NCP trainers. A comprehensive evidence-based NCP training was delivered in February to more than 100 dietitians in Manila, Philippines. The Academy was invited by colleagues in the Philippines, an initiative spearheaded by Academy member and RDN Beatriz Dykes. RISA has secured a small pilot grant to be able to offer more training, outreach and support for countries and associations requesting or needing NCP training. The progress, evolution and broad international reach of the NCP Terminology (NCPT) in the last decade has recently been described in the *Journal*. This year, the NCPT has reached 2,000 terms; with nine countries, the Academy has formed a consortium called International NCP Implementation Survey to investigate together the degree of NCP adoption and continued needs. This work is described in detail in two [Journal articles](#). The INIS consortium intends to add more countries in its next round of data collection.

Special Preceptor Member Promotion

As a result of the Nutrition and Dietetics Educators and Preceptors (NDEP) discussion at our February meeting, the Academy's Membership Team has met via conference call several times, developing an exclusive membership promotion for preceptors. Beginning in June, a limited-time promotion will be distributed to non-member preceptors, offering them special pricing on Academy and NDEP membership. Results will be tracked via a marketing code and will be available in the fall.

Improvements in ANDHII

The Academy of Nutrition and Dietetics Health Informatics Infrastructure houses the NCPT in a web-based platform; it is a unique tool that allows comprehensive electronic documentation of the NCPT. In recent months, ANDHII has undergone significant technological improvements as a result of evaluating the quality of data entered in ANDHII in the past four years since its launch. ANDHII is used in a growing number of seminal research studies that actively support the strategic plan of the Academy including a major study on validating the Malnutrition Clinical Characteristics and the Food Security Solutions study.

New Edition: Successful Research Approaches

The Academy has published the fully revised Research: Successful Approaches in Nutrition and Dietetics (4th ed.). The book addresses designing, executing, analyzing and communicating nutrition research that is essential for today's evidence-based practice. New chapters in this edition cover clinical trial design, systematic reviews and nutrition outcomes.

Fiscal Year 2018 Annual Report

The Academy's Fiscal Year 2018 [Annual Report](#) was released in March. The report contains highlights and accomplishments as well as the financial statements for the Academy and Foundation. You can view and download the 2018 Annual Report by visiting <http://www.eatright.org/annualreport>. It is also listed on the Academy's [commitment to transparency](#) page.

Academy Marks 800th FAND

On March 15, the Academy designated its 800th Fellow of the Academy of Nutrition and Dietetics. The FAND program recognizes Academy members who have distinguished themselves among their colleagues and communities and by their service to the nutrition and dietetics profession. The program has been growing steadily since the first FAND was conferred on August 19, 2013.

Promoting National Nutrition Month® with CMS

For the 11th consecutive year during National Nutrition Month®, the Academy collaborated with the Centers for Medicare and Medicaid Services to share a [message](#) to providers promoting the Medicare

MNT benefit. The e-newsletter containing the message reaches more than 5 million people, including more than 100,000 Twitter followers. The Academy also had the opportunity to promote National Nutrition Month® through CMS' Caregivers Workgroup. This group represents approximately 1,600 organizations that reach a broad segment of caregivers, patient advocate groups, communities of faith and provider organizations.

RDN Day Contest Winner Highlighted in Times Square

In celebration of Registered Dietitian Nutritionist Day and National Nutrition Month®, members were asked: “How does your work help to solve the greatest food and nutrition challenges now and in the future?” From more than 90 inspirational responses, the RDN Day Contest winner is Regina Ragone, MS, RD, of Lynbrook, N.Y. Her photo appeared in a video display in Times Square in New York City. The Academy thanks all RDNs for everything you do to help improve the nutritional health of Americans and people around the world.

National Nutrition Month® Public and Media Outreach

National Nutrition Month® obtained widespread coverage in the news media and via social media.

- Total news media mentions of National Nutrition Month®: 4,900
- Total reach of these articles: 33.2 million
- Total social media posts: 42,096
- Total social media impressions: 259.5 million
- The [NNM Social Media Kit](#) received 12,090 page views

Meetings

March:

- March 23: Mary Beth Whalen, Daun Longshore and I attended the 15th annual Good Food Expo in Chicago. The Expo “connects industry farm and food produces with trade buyers, wholesalers, retailers, investors and introduces them to consumers.” Thanks go to Dave Donnan, a presenter, for making introductions.
- March 29: I represented the Academy at an event in Chicago in support of mayoral candidate Lori Lightfoot, organized by the Barnes & Thornburgh law firm. At the meeting I underscored how we can work together to create solutions to improve health equity and reduce health disparities. Lightfoot was elected mayor on April 2.

April:

- April 4-7: Mary Russell, Linda Farr and I attended the Academy's Nutrition Trends Forum in Chicago.

May:

- May 6: I am meeting with Kathy Higgins, Chief Executive Officer of the Alliance for a Healthier Generation, to discuss opportunities for potential collaboration. Healthier Generation works with schools, youth-serving organizations, businesses, and communities to develop and promote lifelong healthy habits for kids.
- May 8: Jeanne Blankenship, key staff and I are meeting at the Chicago headquarters office with Richard Boykin, the Academy's representative with the Black Congressional Caucus on the Hill, to discuss diversity, inclusion and education. Meeting participants will review the history and current status of nutrition programs and internships at Historically Black Colleges and Universities and Predominantly Black Institutions to ensure that advocacy initiatives consider the past and current environment in building a messaging platform. In a separate meetings planned for the same day, Jeanne Blankenship, Marsha Schofield and Richard

Boykin will discuss the barriers and possible solutions to the provision of nutrition services in community health centers. They plan to review potential collaboration opportunities with the Health Resources and Services Administration (HRSA) in the areas of research, quality improvement projects, member education, joint advocacy and technical assistance. In addition, Jeanne Blankenship and Richard Boykin will meet with Mile Square Community Health Center to discuss how the Academy could help in its effort to mitigate infant mortality in African American communities. The Mile Square Community Health Center is the recent recipient of a \$900,000 Healthy Start grant to address poor obstetrical outcomes and infant mortality in African American neighborhoods.

SUBMITTED BY: Patricia M. Babjak