Establish an ADA Multidisciplinary Category

HOD Proposal Fact Sheet

House of Delegates

August 2010

A competitive analysis of the dietetic service market has determined that in order for dietitians to remain at the forefront of the provision of services, we must embrace new strategies. This includes working collaboratively with other practitioners, such as those who may have previously been perceived as a threat. The proposed Multidisciplinary category would address this concept, with very specific criteria needed to become a non-voting, non-elected office member of this new ADA group.

Other professionals are accessing academic and professionally developed nutrition related information. ADA can capitalize on this opportunity to be that source for credible, science-based information by creating a membership category for these like minded collaborators.

Considerations

• Practice versus membership: Membership provides a forum for sharing ideas and should not be confused with the practice of a profession.
• Because of rapid technological advances, virtually no information is inaccessible. Whether practical or academic, no body of information—including dietetics knowledge—is beyond reach of the consumer and allied professionals.
• Benchmarking shows that a majority of our sister organizations offer some form of membership to their like-minded colleagues.

Some Potential Pros

• Opportunity for ADA members to influence food and nutrition markets and provide greater visibility with new consumer types (untapped markets).
• Increased demand and utilization of services provided by RDs and DTRs via enhanced awareness of our unique role in food, nutrition, and health.
• Enhanced support for ADA’s public policy efforts.
• Showcases expertise of ADA members.
• Increases diversity of perspective by having members from other disciplines.
• Embraces differences and supports finding common ground to accomplish shared goals.
• Assists in building bridges between ADA members and our like-minded collaborators.
• Increases research grants and participation in research projects.
• Enhances ADA member knowledge base and skills in niche and specialty practice areas.
• Builds goodwill with other organizations.
Some Potential Cons
- Risk is unknown.
- Potential for inconsistency in values.
- Shift in marketing of profession.
- Encroachment/perceived approval of practice.
- Dilution of resources.
- May alienate some of our current members.
- Dilutes our special niche.
- Some may use their ADA membership to inappropriately promote programs, products, and services.
- Setting the Multidisciplinary category educational qualification minimum at the Associate degree level may be seen as “diluting” ADA membership.

Criteria for Proposed Membership Category
- Minimum of an Associate degree granted by a U.S. regionally accredited college or university or foreign equivalent and the appropriate degree and/or training, certification, or license in one of the following professions:
  - Certified Health Education Specialist (CHES)
  - Certified Midwife (CM or CNM)
  - Certified Professional—Food Safety (CP-FS)
  - Dental Hygienist (BS-DH or RDH)
  - Dentist (DDS)
  - Pharmacist (RPh or PharmD)
  - Physical or Occupational Therapist (PT/OT)
  - Physician (MD or DO)
  - Physician Assistant (PA)
  - Registered Environmental Health Specialist/Registered Sanitarian (REHS/RS)
  - Registered Nurse (RN)
  - School Nutrition Specialist (SNS)
  - Speech-Language Pathologist (CCC-SLP)
  OR
  A minimum of an Associate degree in Culinary Arts from a U.S. regionally accredited college or university or U.S. culinary association.
  OR
  Is a Certified Culinary Professional (certification from the American Culinary Foundation or the International Association of Culinary Professionals).
  OR
  Is a certified sports medicine practitioner (certification from the American College of Sports Medicine)
  OR
  Is a certified dietary manager, (certification from the Dietary Managers Association).

Discussion Activity – Talk with Your Delegate
Talk with your delegate(s) about the proposal. Consider the following questions:

Quadrant 4: What are the advantages of keeping the membership categories as they are currently (no change)?

Quadrant 2: What are the advantages to adding a multidisciplinary membership category?

Quadrant 1: What are the disadvantages of not adding a multidisciplinary membership category (no change)?

Quadrant 3: What are the disadvantages to adding a multidisciplinary membership category?

Delegates will be discussing this issue at the Fall 2010 HOD Meeting (November 5-6). Delegate contact information is available at www.eatright.org/leaderdirectory. To obtain the full proposal “HOD Proposal: ADA Multidisciplinary Category”, visit www.eatright.org/HODMegaIssues.