

American Dietetic Association / ADA Foundation 2010 Annual Report

Year In Review

The American Dietetic Association is the world's largest organization of food and nutrition professionals. ADA is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy.

Prevention: Key Word of 2010

Research has shown that lifestyle choices and a lack of meaningful preventive care are keys to widespread, lasting and expensive health problems, and that prevention and management of chronic disease by registered dietitians and dietetic technicians, registered can save lives and money. During Fiscal Year 2010, national health reform was the focus of much of the American Dietetic Association's strategic priorities and action. As health reform legislation made its way toward passage, it became clearer by the day that prevention of conditions such as obesity and diabetes would play a large role in any revised health care system. Calls for legislation providing the services of a registered dietitian and expanding benefits of medical nutrition therapy in all publicly funded health care programs only grew stronger.

Record Membership, Tangible Benefits

With many professional member associations in the United States experiencing declining membership, ADA ended fiscal 2010 with 71,179 members, the highest membership in its history. ADA members represent 75 percent of all practicing registered dietitians, compared with 80 percent of other membership associations which have a market penetration below 70 percent.

ADA's membership growth is due to many factors, including an aggressive focus on programs and services such as the ability to network with other professionals; informative and award-winning print and electronic publications; online resources such as ADA's Evidence Analysis Library; and the ability to utilize ADA's career planning resources. Coupled with outstanding member service, these factors make ADA membership indispensable for registered dietitians and dietetic technicians, registered alike.

ADA's 2009 *Compensation and Benefits Survey of the Dietetics Profession* showed registered dietitians who are ADA members earn on an annualized basis about \$2,600 more per year than non-member RDs. Dietetic technicians, registered who are



members earn about \$2,000 more per year, annualized. The average increase in salary since 2007 exceeds the 3.4 percent annual change in the Consumer Price Index. The annualized full-time salary for a registered dietitian in 2009 was \$56,700 per year.

ADA's Elected Leaders

Members elected Sylvia A. Escott-Stump, MA, RD, LDN, dietetic internship director at East Carolina University, as ADA's 2010-2011 President-elect; and M. Patricia (Trisha) Fuhrman, MS, RD, LD, FADA, CNSD, national director of nutrition at DCRX Infusion, as Speaker-elect of the House of Delegates. Escott-Stump and Fuhrman will serve as ADA's President and Speaker, respectively, in 2011-2012.

Public and Media Outreach

ADA continued during FY 2010 to promote its members to the widest possible audiences of consumers, the news media.

ADA and ADA Spokespeople continued to serve as the media's trusted source for accurate, timely and science-based food and nutrition information. ADA and its Spokespeople connected with consumers through all forms of media – locally, nationally and internationally. Coverage of ADA totaled more than 7 billion media impressions, including stories in newspapers like the *New York Times*, *Wall Street Journal*, *USA Today*, *Chicago Tribune* and *Washington Post*. Consumer magazine coverage of ADA appeared in *Better Homes and Gardens*, *Consumer Reports*, *AARP Magazine*, *Prevention*, *Self* and *Forbes*, among others. ADA and its Spokespeople appeared on CNN, CNBC, Fox News, Fox Business Channel, *The Doctor Oz Show*, *The Ellen DeGeneres Show*, *Emeril Green*, *Good Morning America* and *The Today Show*.

ADA's Internet presence continued to grow during the year. ADA's website, www.eatright.org, was completely redesigned with a more consistent look to provide users with a better online experience. The site contains substantially more content that is accessible and interactive, appealing to the public, media, students, other health professionals and all ADA members.

ADA's website contains enhanced support for ADA initiatives and promotions; social networking and community-building opportunities; and educational, informational and research resources. Audiocasts featuring summaries of new ADA positions released during the year were created and posted to ADA's website. New content is continually being created to keep it up-to-date and encourage repeat visitors.

ADA's redesigned website also included addition of the *RDs Weigh In* and *National Nutrition Month* blogs, with original content written by ADA Spokespeople and members containing timely content for the public.

ADA's Facebook page became a regular stop for members and public seeking nutrition news, announcements and healthful-eating advice. By the end of FY 2010, more than 12,000 people had become fans of ADA on Facebook, adding more than 1,000 new fans each month.

National Nutrition Month® and Registered Dietitian Day

National Nutrition Month® is an education and information campaign conducted each March by the American Dietetic Association to focus the public's attention on the importance of making informed food choices and developing sound eating and physical activity habits. National Nutrition Month also promotes ADA and its members to the public and the media as the most valuable and credible source of timely, science-based food and nutrition information. The second Wednesday in March is Registered Dietitian Day, designed to increase awareness of registered dietitians as the indispensable providers of food and nutrition services and to recognize RDs for their commitment to helping people enjoy healthy lives.



The 2010 National Nutrition Month theme, "Nutrition from the Ground Up," was selected to remind the public that an easy way to focus on eating better is to start with the basics. The theme represented a timely, concise and easily understood message, encompassing recent nutrition trends. The tagline for Registered Dietitian Day, "Your Link to Nutrition and Health," provided further opportunities to promote the RD. Print, Internet and broadcast media coverage for National Nutrition Month 2010 reached an audience of more than 736 million, increasing more than 165% from the previous year.

To commemorate National Nutrition Month, ADA was invited for the second year in a row to participate in the NASDAQ trading day. On March 22, President Jessie M. Pavlinac, MS, RD, CSR, LD, joined other ADA members to close NASDAQ for the day. The ceremony was broadcast on TV, the Internet and on video screens in Times Square.

Books and Publishing

From reference books and consumer titles to patient education handouts and other materials, in print and online, ADA produces publications that enhance members' practices and inform professionals and the public alike. In keeping with Books and Publishing's business plan to provide practice tools at affordable prices and with a reasonable profit for ADA, the Association continued to add pocket guide titles to its professional reference list; added web-based publications; and published the following hard-copy and online titles:

- *Managing Obesity (2nd ed.)*
- *ADA Pocket Guide to Pediatric Weight Management* (print and web-based)
- *Pediatric Nutrition Care Manual* (online)
- *Nutrient Downloads* (online)
- *Cultural Food Practices*
- *Count Your Carbs*
- *Eating Out, Eating Healthy*
- *Understanding Food Labels*

ADA increased its social network marketing efforts, including video interviews with authors that were posted to ADA's Facebook page.

ADA Participates in Olympic Torch Relay

President Pavlinac represented ADA and its members in January by participating in the 2010 Winter Olympic Torch Relay near Calgary, Alberta, Canada. She was one of only 20 U.S. citizens among the more than 12,000 people who carried the Olympic torch 27,000 miles through all parts of Canada to its destination in Vancouver for the Games. The theme for runners that day was helping people get and stay healthy. Relay participants included leaders of several health professional associations. ADA was invited by the Coca-Cola Company - the longest continuous sponsor of the Olympics - in recognition of ADA's "dedication to promoting healthy lifestyles and for empowering civic engagement in communities."



Award-winning Member Publications

ADA's member magazine *ADA Times* won awards in *Publications Management's* Magnum Opus competition, the leading awards program dedicated exclusively to custom publishing. *ADA Times* received a Gold Award for "Chilling Facts About Americans' Refrigerators" and Honorable Mentions in Best How-To Article for "Keep It Legal: Using Stock Photos to Enhance Communications," Best Column Design for "Love Food" and Best House Ad Design categories. *ADA Times* also won a Grand Apex Award in Writing for "Chilling Facts About Americans' Refrigerators." The award recognizes excellence in all aspects of publication.

The monthly *Journal of the American Dietetic Association* received a Bronze Medal in the 2009 Association Trends All-Media Contest in the "Scholarly/Technical/Scientific Journal" category, recognizing overall quality of a single issue based on appropriateness, appearance, layout, style, content and effectiveness. The *Journal* was honored for its September 2009 issue, focusing on aspects of international food guidelines.

The latest Impact Factor for the *Journal of the American Dietetic Association* was released in 2010, ranking it 16 out of 66 journals in the category of Nutrition and Dietetics. The *Journal's* 2009 IF rose 9 percent to 3.128, up from 2.868 in 2008.

Collaborations and Coalitions

ADA's voice has been strengthened by its work with Alliance for a Healthier Generation's Healthcare Initiative to address childhood obesity; the ADA Foundation's Healthy School's Partnership and partnership with Fuel Up To Play 60; and a new ADA/ADAF *Kids Eat Right* initiative, to name just a few. ADA strongly supports and commends First Lady Michelle Obama's *Let's Move!* initiative to end childhood obesity in a generation and which includes many of ADA's priorities; ADA is working with the Obama Administration on making the goals of *Let's Move!* a reality.

ADA members are working with the Institute of Medicine to assess "Obesity Prevention Policies for Young Children." The committee was formed in November 2009 and is expected to issue its first report in March 2011. Of the 15 experts on the committee, five are ADA members. The audience of the report will include policy makers who have the opportunity to influence the environments in which young children develop and grow. They will identify settings, programs and policy opportunities for childhood obesity prevention efforts in the first five years of life.



Research: The Foundation of Dietetics

Nutrition research represents the future for dietetics and ADA, the foundation for members' credibility, recognition and professional respect. As the basis for the dietetics profession, research holds a prominent place among ADA's strategies for achieving its Strategic Plan, including "Equip members to use research in their work" and "Provide research and resources that can be translated into evidence-based practice." The initiatives described below clearly demonstrate the commitment of ADA to nutrition research to support the dietetics profession and the importance of collaboration for successful research.

- The Dietetics Practice-Based Research Network conducts, supports, promotes and advocates for research by bringing together practitioners and researchers to identify research that is needed in practice-based settings; design top-class research; obtain funding; and carry that research out in real-life practice settings. Research continues to be successfully conducted through the DPBRN. Recently, through a collaboration between Blue Cross Blue Shield-North Carolina and ADA, a multi-year initiative was completed, evaluating health, utilization and economic outcomes of MNT and lifestyle case management coverage for beneficiaries with obesity. More than 40 registered dietitians were recruited and trained, more than 500 patients enrolled and more than 2,350 visits were provided. Results indicate that adding an RD to a health promotion program significantly increases the number of individuals achieving a reduction of at least 5 percent of current body weight. Two manuscripts have been submitted for publication on the impact of RD-delivered service within a health promotion program on patient weight reduction and reliability of self-reported health risk assessment data.
- A National Institutes of Health-funded collaboration between ADA's DPBRN and the American Academy of Pediatrics' PROS network (Pediatric Research in Outpatient Setting) is testing the impact of motivational interviewing on food and activity behaviors and ultimately children's BMI. Thirty-seven sites, including thirteen RDs and 39 pediatricians, are involved in this study with approximately 550 children. This project is a follow-up to the pilot Healthy Lifestyle Research Study which was funded by the ADA Foundation, AAP and CDC with results published in the *Archives of Pediatric and Adolescent Medicine*.
- Other ongoing projects include a pilot study to test the implementation of the Evidence Based Nutrition Practice Guidelines for type 2 diabetes in adults. And ADA's Research Committee is developing a research toolkit – an independent learning activity for using and evaluating research more effectively and initiating outcomes research. The purpose is to assist practitioners with reading and interpreting research articles effectively; understanding research designs and

basic statistical analyses used in research; applying and using research in practice to select appropriate indicators and measures to evaluate clinical, programmatic, quality, productivity, economic or other outcomes; and learning skills for designing a research project.

Policy Initiatives and Advocacy

During FY 2010, ADA put substantial effort into achieving priority objectives in the landmark health care reform legislation that was passed and signed into law in March, serving as a force for ADA members during this entire process. ADA worked with members of Congress on both sides of the aisle to ensure that its priorities, including services provided by registered dietitians and dietetic technicians, registered, were included in the final bill.

ADA's leaders, Legislative and Public Policy Committee and Headquarters Team concentrated their efforts on advocating for increased prevention programs as well as effective, timely nutrition counseling and related interventions. ADA advocated for provisions in the new health care bill that affect the nutrition status of Americans, ranging from healthy aging, Medicare and Medicaid to home health, nutrition labeling in restaurants and childhood obesity.

In addition, ADA knows it can strengthen the voice of nutrition and the collective voice of our members by collaborating with other like-minded organizations and groups to address common challenges. ADA is involved in collaborations and coalitions to extend members' unique abilities in helping Americans, individually and as a nation, to translate the science of nutrition into practical solutions for healthy living.

Legislative Activity and Successes

An ADA priority during the year was working with Congressional leaders and other key stakeholders as Congress debated child nutrition legislation addressing school meal programs; updating national nutrition standards for all foods sold in schools; strengthening school wellness policies;





increasing meal reimbursements; funding child nutrition research; and establishing professional standards for school nutrition directors.

ADA's Legislative and Public Policy Committee convened a Grassroots Task Force that submitted its final report to the Board of Directors in January 2010. With states facing impending health reform changes and with the current competitive environment threatening dietetics licensure, it was both important and timely for the LPPC to refine the current grassroots structure, as well as address new recommendations for communication and training. One of its key recommendations was the establishment of a State Regulatory Specialist position in each ADA state affiliate association. This volunteer is responsible for tracking and initiating work with regulatory and state level agencies, thereby expanding the capability of the public policy panel to help position nutrition professionals in state programs.

In March 2010, ADA teamed with the Congressional Healthcare Caucus to host a Capitol Hill briefing for Congressmen and their staffs to educate them on the impact of nutrition on children's health. ADA members discussed the real-world impact of obesity on children's health and presented findings from the ADA Foundation's RD Coach program, which brings registered dietitians to schools for nutrition education.

ADA participated in a special *Newsweek* magazine Executive Forum in Washington, D.C., co-hosted by the National Dairy Council, on "Childhood Obesity: Challenges and Ways to Promote Health and Wellness in America's Communities." ADA leaders and members took part in the forum whose speakers included Agriculture Secretary Tom Vilsack and former President Bill Clinton.

In mid-2009, ADA hosted a Congressional briefing on "Improving Outcomes in Chronic Disease with Therapeutic Nutrition: Implications for Health Care Reform." Organizations of physicians, allied health professionals and specialists in

chronic diseases participated. New research was presented on the cost-effectiveness of therapeutic nutrition, as well as findings on physicians' attitudes and perceptions regarding therapeutic nutrition in chronic disease.

ADA supported First Lady Michelle Obama's commitment to solving the national problem of childhood obesity through the nationwide *Let's Move!* initiative. The main elements of *Let's Move!* focus on areas that are already high priorities of ADA's: ensuring access to healthy, affordable food; increasing physical activity; providing healthier food in schools; and empowering parents with information and tools to make good choices for themselves and their families. ADA submitted detailed comments to the White House's Task Force on Childhood Obesity on ways to best address childhood obesity in the home, in schools, in the community and in legislatures and agencies.

In May, members of ADA's Board of Directors met with members of the White House and the First Lady's staff to discuss child nutrition legislation and *Let's Move!* The meeting was part of an ongoing series of conversations, continuing into FY 2011, between ADA and the Obama Administration on how ADA can play a key role in helping achieve the First Lady's goal of ending childhood obesity within a generation.

Also in May, ADA held its first Advocacy Training Workshop to educate ADA's state affiliate leaders on ways to achieve ADA's priorities in state governments and agencies. More than 80 policy coordinators and policy representatives learned about specific advocacy strategies and skills and the latest information in the current public policy environment.

The American Recovery and Reinvestment Act that went into law in 2009 included a component known as the HITECH Act or Health Information Technology for Economic and Clinical Health. The HITECH Act launched national government-led mandates to create a health information technology infrastructure to improve health outcomes. ADA committed time and resources to include nutrition services in HITECH and to keep members apprised of regulations and best practices which affect nutrition care.

Partnerships and Alliances

ADA became an organizational partner in the National Physical Activity Plan, a coalition of organizations and individuals working to empower Americans to be physically active every day.

Members worked with the Institute of Medicine to assess "Obesity Prevention Policies for Young Children." Of the 15 experts on the committee, formed in late 2009, five are ADA members. The committee's first report is expected in early 2011; its audience will include policy makers who have

the opportunity to influence the environments in which young children develop and grow. They will identify settings, programs and policy opportunities for childhood obesity prevention efforts in the first five years of life.

Support for Pro-Nutrition Candidates

ADA's political action committee gave more than \$129,000 to Democratic, Republican and Independent candidates for the House and Senate who support ADA's views. Major legislation such as the expansion of the Medicare benefit to cover medical nutrition therapy provided by RDs, and inclusion of language that benefits dietetics in the recent comprehensive health reform bill, would not be possible without the work of ADA's PAC, which is funded entirely by the Association's members.



Corporate Sponsors

To help achieve ADA's mission – empowering members to be the nation's food and nutrition leaders – ADA's sponsorship program works with industry to include registered dietitians in the dialogue, to share science-based information and new research with ADA members and to enable ADA to reach millions of consumers with healthy eating messages. ADA recognizes and thanks our corporate sponsors for their generous support of Association events and programs that occurred within Fiscal Year 2010.

ADA Partners

- ARAMARK
- The Coca-Cola Company
- National Dairy Council
- PepsiCo
- Unilever

Premier Sponsors

- Abbott Nutrition
- CoroWise™ brand
- General Mills
- Kellogg Company
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- McNeil Nutritionals, LLC
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2009 FNCE Event Sponsors

- Chobani
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Operating Review

In advancing the profession of dietetics and leading the Association, ADA assigns distinct and coequal governance roles to the Board of Directors and the elected House of Delegates. Six House leaders serve on ADA's Board, directly connecting the professional issues of members to the interests of the entire Association.

Board of Directors

ADA's Board is responsible for strategic planning, policy development and fiscal management for the Association. Activities and accomplishments at the Board level in 2009-2010 include:

Strategic Priorities

- Updated ADA's Strategic Plan Roadmap and monitored progress using established measures.
- Utilized strategies and resources, manpower and/or financial, of all ADA organization units to maximize impact.

Governance Priorities

- Developed and implemented a process for taking proactive positions to enhance visibility, credibility and trust with the public.
- Worked to improve the health of Americans by becoming a player in health reform and by addressing cultural competencies and health disparities.
- Developed and implemented organizational plans for key business drivers.
- Implemented revised Code of Ethics for the Profession of Dietetics.
- Identified ways to collaborate with Member Interest Groups to attract members from underrepresented groups.
- Developed and enhanced public relations/communications with members using unified messaging.

Operational Priorities

- Reviewed effectiveness of the organizational/staff restructure against objectives.
- Identified non-dues revenue through operationalization of Strategic Business Development unit.
- Implemented an integrated marketing plan and assess the outcomes for targeted groups.
- Redesigned corporate sponsorship program to meet ADA strategic needs.
- Managed information using technology and website.
- Redesigned ADA's website and launched consumer site.

House of Delegates

As the deliberative body governing professional issues, the House of Delegates monitors and evaluates trends, issues and concerns affecting RD and DTR members; with the Commission on Dietetic Registration and the Commission on Accreditation for Dietetics Education, debates and approves educational, practice and professional standards; establishes ethical standards for the practitioner and disciplinary procedures for unethical conduct; and identifies and initiates development of ADA position papers.

During the past year, ADA's House of Delegates made significant strides, including:

- Supported the work of the Prevention of Childhood Obesity Coalition by responding to requests for input.
- Accepted the Nutrition Informatics Workgroup's final report with recommendations. As a result, implementation of the recommendations began, including the formation of the Nutrition Informatics Committee to provide future direction to the Association on this key issue for the dietetics profession.
- Actively supported awareness of the issue of health disparities through dissemination of grassroots messages to members about ADA's Health Disparities Central Depository on ADA's website.
- Promoted the need to practice based on scientific evidence as critical and addressed this issue during the Fall 2009 meeting. As a result of this dialogue session, the Evidence-Based Practice Committee developed a comprehensive marketing plan, which addressed barriers and prioritized strategies for access and use of evidence-based practice resources by registered dietitians and dietetic technicians, registered.
- Began discussions of health reform and how to engage ADA members as an integral part of future health care models. The House called upon all members to respond to any type of legislative alert issued by ADA's Legislative & Public Policy Committee or Government Relations Team. The House identified training of members as key to effectively position the RD in all critical legislative and policy issues.
- Approved amendments to ADA's Bylaws that decreased the size of ADA's Nominating Committee.
- Held a dialogue session on health and nutrition literacy during the Spring 2010 meeting. The result was a request that ADA Headquarters staff, in consultation with experts and related organizations and agencies, develop an action plan delineating the potential role of RDs and DTRs in optimizing the health and nutrition literacy of the populations they serve.
- Held a dialogue during the Spring 2010 meeting to explore management and leadership, resulting in a prioritized list of ideas and strategies identified for the Association and members to promote to members the value and importance of management and leadership skills.

- Conducted HOD's second and highly successful virtual meeting in Spring 2009 in place of a face-to-face meeting. This historic meeting received positive feedback from delegates who participated.

ADA Positions

ADA position papers represent the Association's stance on important issues in food, nutrition and health that affect the public. During FY 2010, ADA published the following position papers:

- *Vegetarian Diets*
- *Food and Water Safety*
- *Promoting and Supporting Breastfeeding*
- *Nutrient Supplementation*
- *Providing Nutrition Services for People with Development Disabilities and Special Health Care Needs*
- *Food and Nutrition Programs for Community-Residing Older Adults* (developed collaboratively with the American Society for Nutrition and Society for Nutrition Education)
- *Child and Adolescent Nutrition Assistance Programs*

American Dietetic Association Foundation

As the philanthropic arm of the American Dietetic Association, the ADA Foundation advances public health and nutrition utilizing the expertise of registered dietitians. The ADA Foundation is the only 501(c)3 organization devoted exclusively to nutrition and dietetics. The Foundation raised \$4.2 million in FY 2010 for the following programs:

Scholarships and Awards

The Foundation awarded \$264,000 to 141 dietetics students at all levels of study. The Commission on Dietetic Registration renewed its support of the CDR Doctoral Scholarship, which provides ten \$10,000 scholarships to registered dietitians who are enrolled in a doctoral degree program in dietetics or a dietetics-related field. In addition to scholarships, ADAF made \$28,000 available in the form of recognition and leadership awards, honorariums and education stipends to ADA members.



Research

The second \$35,000 research grant funded through the ADAF Food and Nutrition Research Endowment was announced. This endowment is the first of its kind, providing funding for ADA members conducting research in ADA's and ADAF's priority areas. In addition to the research endowment, ADAF granted \$135,000 through individual named research funds and continued its support for the work of the Dietetics Practice Based Research Network through the new Annual Research Fund. This fund enables the Foundation to expand efforts annually to fund research being conducted by ADA and its members and to quickly respond to the ever-changing research needs of the profession.

Kids Eat Right

ADA and ADAF are committed to promoting a healthy today and tomorrow for children through their new *Kids Eat Right* initiative. This joint effort will support public education programs that address the national health concern of obesity among our children. This past year's projects included the Healthy Schools Partnership and the Champions for Healthy Kids Grants Program.

The launch of *Kids Eat Right* was funded in part by a \$525,000 grant from the National Dairy Council.

The Healthy Schools Partnership promotes nutrition and physical education in schools by training and supporting "RD Nutrition Coaches" to deliver nutrition education alongside physical education teachers. The program began in schools in Kansas City, MO, and expanded to schools in Des Moines, IA. In the Des Moines area, more than 1,000 4th - to - 6th-grade students are involved, with an added focus on physical activity and the home environment. The Des Moines program was visited in late April by Christie Vilsack, wife of Agriculture Secretary Tom Vilsack and the former First Lady of Iowa. In 2010, the Healthy Weight Commitment Foundation funded the Healthy Schools Partnership with \$1.2 million.

ADAF entered its seventh year in partnership with the General Mills Foundation, making \$10,000 micro-grants available annually to 50 not-for-profits that have developed innovative nutrition and physical activity programs for youth that enlist the expertise of a registered dietitian.

The MetLife Foundation supported RD-Parent Empowerment Grants, providing \$235,000 for a pilot program.

Special thanks to those groups and individuals who supported the ADA Foundation with gifts of \$10,000 or more:

Abbott Nutrition
Abbott Nutrition Health Institute
American Council for Fitness and Nutrition
ARAMARK
Frances Ballentine
The Beef Checkoff through the National Cattlemen's Beef Association
The Coca-Cola Company
Neva H. Cochran
Colgate Palmolive Company
Commission on Dietetic Registration
ConAgra Foods
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Dairy Management, Inc.
The Dannon Company
Diabetes Care and Education DPG
Dietetics in Healthcare Communities DPG
Estate of Marjorie Morrison Donnelly
General Mills
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Healthy Weight Commitment Foundation
Kellogg Company
Kraft Foods, Inc.
The Ann S. Litt Foundation
Estate of Colonel Katharine Manchester
Estate of Filomena Manor
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PepsiCo
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SOYJOY®
Truvia™ brand
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Commission on Dietetic Registration

The Commission on Dietetic Registration remained committed to its public protection mission by attesting to the professional competence of more than 81,000 registered dietitians and more than 4,000 dietetic technicians, registered who have met CDR standards to enter and continue in dietetics practice.

CDR's entry-level registration examinations are accredited by the National Commission for Certifying Agencies. CDR provides credentialed practitioners with the tools to maintain and continue to advance their professional knowledge and skills. CDR administers seven separate and distinct credentialing



programs: Registered Dietitian; Dietetic Technician, Registered; Board Certified Specialist in Renal Nutrition; Board Certified Specialist in Pediatric Nutrition; Board Certified Specialist in Sports Dietetics; Board Certified Specialist in Gerontological Nutrition and Board Certified Specialist in Oncology Nutrition. There are currently more than 2,000 Board Certified Specialists.

In addition to administering examinations and recertification for these programs, the Commission on Dietetic Registration:

- Administers a prior approval process for continuing professional education program providers. More than 4,000 programs were reviewed and approved in 2009–2010.
- Administers a program provider accreditation process for continuing professional education program providers. There are currently 161 accredited providers.
- Administers the online Assess and Learn courses “Managing Type 2 Diabetes Using the Nutrition Care Process” and “Sports Dietetics: Nutrition for Athletic Performance”.
- Administers an online dietetics preceptor training course.
- Administers registration eligibility reciprocity agreements with Canada, Ireland, the Netherlands, United Kingdom and the Philippines.
- Maintains a searchable continuing professional education database of more than 35,000 programs
- Administers licensure board services, including use of CDR's entry-level registration examinations for licensure purposes and continuing professional education tracking for licensed non-registered dietitians.
- Administers certificates of training in childhood and adult weight management. Since implementation in April 2001, more than 14,000 members and credentialed practitioners have participated in these programs.

New CDR initiatives during FY 2010 include:

- Conduct a Dietetics Workforce Demand study to determine a quantitative model for estimating the future supply and demand for registered dietitians and dietetic



technicians, registered. This will include the extrapolated supply, if current patterns persist.

- Identify the probable impact of the forces of change, environmental, demographic, economic and regulatory on supply and demand.
- Implement a Level 2 Certificate of Training in Adult Weight Management program.
- Collaborate with the Commission on Accreditation for Dietetics Education on development of an online resource to assist educators in establishing an “assessing prior learning” process within their institutions.
- Complete an entry-level dietetics practice audit whose results will be used to update both content outlines for entry-level registration examinations and CADE educational program competencies.

Commission on Accreditation for Dietetics Education

The Commission on Accreditation for Dietetics Education serves the American public and ADA members by working with dietetics practitioners, educators and others to develop and implement standards for the educational preparation of dietetics professionals and by accrediting dietetics education programs at colleges, universities and other organizations that meet its standards. CADE accredits baccalaureate- and graduate-level dietetics programs, post-baccalaureate dietetic internships and associate degree dietetic technician programs. Currently, there are 573 programs accredited in the United States and two programs overseas.

While the overall number of accredited programs varies relatively little over time, the total number of students enrolled in all programs during the 2009-2010 academic year rose from 21,223 to 21,706, a 2.2 percent increase over the previous year. This gain mirrored the trend of increasing enrollments in health professions. Interest in CADE’s quality-assurance process and program evaluation continues to grow overseas, as reflected by requests for information about CADE review and recognition from dietetics programs in Latin America, the Middle East and Australia.

Creating Opportunities to Improve Program Director Training

CADE has formed an Education and Training Committee to improve support that it provides to program directors. The committee has interviewed program directors to gather ideas for developing training materials for new program directors. The committee developed a two-day, pre-conference workshop at the 2010 Food & Nutrition Conference & Expo to prepare experienced program directors to meet CADE’s accreditation requirements for entry-level dietitian and dietetic-technician programs. Four live review sessions for participants to ask questions about CADE’s standards, policies and procedures have also been added using webinars. Parallel training sessions were also held for program reviewers.

Standardizing CADE’s Accreditation Terminology

The CADE Board continued to work on simplifying and clarifying its processes. It voted to standardize terminology used to define accreditation statuses and to distinguish them from terms used to define accreditation actions. This change is part of broader measures to address changes in the new U.S. Department of Education regulations for accrediting agencies that went into effect in July 2010. The CADE Board also finalized a seven-page guidance document on CADE’s 2008 Accreditation Standards. Guidelines are frequently written at the same time that accreditation standards are being developed to provide clarity and examples of how to meet standards. Areas include Writing Goals and Outcome Statements, Learning Activities for WIC, Research Knowledge/Competency Requirements and Work and Payments for Services Provided by Interns.

Availability of Supervised Practice Sites

Data from the April 2010 dietetic internship match indicate a 50 percent match rate for the second year in a row. The number of available internship positions increased by 72 over the April 2009 match; however, the number of students applying for positions increased by 83, negating the impact of the new positions. A long-term solution must include the presence of preceptors to address need. Preceptors are the limiting factor in providing a sufficient number of supervised-practice experiences to meet the demand from qualified dietetics students. Starting with a collaboration with Strategic Communications in the development of two articles in *ADA Times* (Winter 2009 and Spring 2010), CADE staff initiated efforts to raise awareness of the need for preceptors; recognized the vital contribution that preceptors make to the profession; and provided opportunities for members to volunteer for this essential service to the profession.



Ongoing Dialogue with DEP DPG, Educators and Practitioners

To improve the quality of communication between CADE and the educational community, representatives from the CADE board and staff participated in open discussion sessions at the four DEP Area Meetings to answer questions from DEP members and to listen to what they have to say about CADE and the state of dietetics education. Members of CADE, DEP and the ADA Education Committee discussed ways to address issues relevant to the education community and the advancement of the profession, including the shortage of supervised practice sites. Members of CADE's board were involved in planning the Education and Future Practice Summit, Workforce Demand Study Task Force, the CDR Practice Audit, CADE's Ad Hoc Committee on Supervised Practice and ADA's Supervised Pathways Workgroup.

Affiliate Dietetic Associations

All ADA members receive automatic membership in the affiliate dietetic association of their choice, making affiliates a powerful benefit of ADA membership. There are 50 state dietetic associations, plus the District of Columbia, Puerto Rico and the American Overseas Dietetic Association, all affiliated with ADA. Affiliates enable members to build lasting collaborations and relationships close to home.

Dietetic Practice Groups

ADA is committed to keeping members abreast of trends in food and nutrition and preparing members for the requirements of an ever-changing profession and marketplace. ADA's 28 dietetic practice groups create opportunities for members to excel and grow through professional development, networking opportunities, leadership development and specialization. In FY 2010, membership in DPGs exceeded 59,000, reflecting continued growth and stable membership over the last several years.

Member Interest Groups

Member interest groups provide a means for ADA members with common interests, issues or backgrounds to connect. Unlike dietetic practice groups and affiliate associations, MIGs focus on areas other than practice or geographic location. In FY 2010, seven MIGs were available to ADA's membership: Chinese Americans in Dietetics and Nutrition; Latinos and Hispanics in Dietetics and Nutrition; National Organization of Blacks in Dietetics and Nutrition; National Organization of Men in Nutrition; Fifty Plus in Nutrition and Dietetics; Filipino Americans in Dietetics and Nutrition; and Muslims in Dietetics and Nutrition.

Consolidated Financial Statements

The Consolidated ADA, which includes the Commission on Dietetic Registration, Commission on Accreditation for Dietetics Education, Dietetic Practice Groups, Member Interest Groups, ADA Political Action Committee, ADA Foundation and the Association, ended the 2010 Fiscal Year with an operating surplus of nearly \$1.9 million. The operating surplus reflects income generated before the impact of gains or losses from investment activity.

ADA's 2010 Fiscal Year also benefited from a rebound in the stock and bond markets. The combined investment portfolios gained over \$4.6 million, recovering most of the losses incurred in the 2009 Fiscal Year.

The ADA Foundation had another successful year, with revenues exceeding \$4.2 million resulting in an operational surplus of over \$1.6 million. The Foundation reserves benefited from the rebound in the stock and bond markets, resulting in a gain of over \$1.4 million. The Foundation's investment portfolio is nearly \$15.1 million. This will allow the Foundation to continue its investment in scholarships, awards and research to support the dietetics profession.

The Commission on Dietetic Registration, Commission on Accreditation for Dietetics Education, Dietetic Practice Groups, Member Interest Groups and ADA Political Action Committee all continued their financial success by performing better than their FY 2010 budgets.

The Association had an operational deficit of \$181,183, slightly higher than the 2010 FY budget. Revenues continued the softness experienced during the 2009 Fiscal Year, reflecting a year-over-year decline. In order to help offset this decline, leaders and staff worked to reduce expenses and cut nearly \$800,000 from the 2010 Fiscal Year budget, reducing expenses nearly 4 percent when compared to the 2009 Fiscal Year. The Association's investment reserves rebounded in 2010, reflecting nearly \$1.8 million in gains. The end result was a surplus of over \$1.6 million for the 2010 Fiscal Year.

The Association's 2011 Fiscal Year budget is conservative but reflects growth due to the anticipated rebound of the economy and the anticipated success of new initiatives. However, ADA leaders and staff will continue to focus on reducing expenses in the event the economy continues to remain sluggish. The ADA Board of Directors is focused on the future of the dietetics profession and will continue to invest in the future of ADA members and the profession, empowering them to be the nation's food and nutrition leaders.

ADA Financial Statements

American Dietetic Association Statement of Financial Position (Excluding ADA Foundation) At May 31, 2010

	2009	2010
Assets		
Cash and cash equivalents	\$10,279,362	\$6,874,498
Investments	22,101,668	27,011,607
Interest receivable	128,318	139,324
Accounts receivable	821,910	1,373,179
Prepaid expenses	1,083,927	1,286,219
Inventories	714,997	748,348
Inter-organizational balances	(567,572)	154,428
	34,562,610	37,587,603
Property and equipment net	2,123,635	2,936,858
Other assets	6,478	2,883
	36,692,723	40,527,344
Liabilities and net assets		
Liabilities		
Accounts payable	1,282,192	1,548,139
Accrued liabilities	2,259,752	2,244,625
Due to state associations	2,232,009	1,867,416
	5,773,953	5,660,180
Deferred revenue		
Membership dues	6,791,412	6,564,336
Registration fees	2,444,563	2,592,725
Subscriptions	1,549,128	1,615,856
Annual meeting	945,724	1,341,531
Other	2,467,106	2,643,191
	14,197,933	14,757,639
Deferred compensation	667,566	733,816
Deferred rent liability	3,537,084	3,397,225
	4,204,650	4,131,041
	24,176,536	24,548,860
Net assets		
Unrestricted		
Association operations	1,898,732	3,517,511
Commission on Dietetic Registration	6,697,683	7,694,684
Dietetic Practice Groups	3,793,782	4,634,636
ADAPAC	125,990	131,653
	12,516,187	15,978,484
	\$36,692,723	\$40,527,344

**American Dietetic Association
Statement of Activities
Year Ended May 31, 2010**

	ADA	Commission on Dietetic Registration	Specialty Groups	Commission on Accreditation for Dietetics Education (CADE)	ADA Political Action Committee (ADAPAC)	Total
Revenues						
Membership Dues – net	\$9,415,797	-	\$1,660,805	-	-	\$11,076,602
Registration and Examination Fees	-	\$5,308,096	-	-	-	5,308,096
Member Contributions	-	-	-	-	\$224,773	224,773
Programs and Meetings	3,565,571	-	335,802	\$27,109	-	3,948,482
Publications and Materials	3,526,227	153,884	88,196	-	-	3,768,307
Subscriptions	1,066,608	-	638	-	-	1,067,246
Advertising	124,665	-	66,594	-	-	191,259
Sponsorships	1,894,440	53,350	823,663	-	-	2,771,453
Grants	366,192	-	271,403	-	-	637,595
Education Program	-	690,190	-	1,074,183	-	1,764,373
Other	1,139,926	1,500	2,084	-	-	1,143,510
	21,099,426	6,207,020	3,269,185	1,101,292	224,773	31,901,696
Expenses						
Personnel	10,497,354	1,269,324	-	623,681	-	12,390,359
Publications	2,088,329	63,977	27,922	-	-	2,180,228
Travel	1,075,324	384,640	688,868	217,266	8,487	2,374,585
Professional Fees	1,674,682	464,508	541,278	-	-	2,680,468
Postage and Mailing Service	594,555	210,811	150,170	5,447	2,758	963,741
Office Supplies and Equipment	233,318	44,436	22,383	2,409	5,717	308,263
Rent and Utilities	1,294,245	119,820	1,020	90,720	-	1,505,805
Telephone and Communications	116,824	40,769	21,344	2,803	-	191,740
Commissions	-	-	24,000	-	-	24,000
Computer Expenses	349,065	413	20,337	16,973	2,700	389,488
Advertising and Promotion	149,157	2184	11,104	-	-	162,445
Insurance	86,324	105,030	-	14,400	-	205,754
Depreciation	881,558	70,148	5,546	30,674	-	987,926
Bank and Trust Fees	514,330	80,395	42,212	6,185	-	643,122
Other	(484,951)	1,026,453	322,489	15,026	197,479	1,076,496
Donations to the Foundation	-	350,000	70,342	-	-	420,342
Examination Administration	-	885,954	-	-	-	885,954
Meeting Services	1,660,355	599,316	725,425	18,940	1,969	3,006,005
Legal and Audit	184,357	27,337	-	3,163	-	214,857
Printing	365,783	406,406	283,853	1,521	-	1,057,563
	21,280,609	6,151,921	2,958,293	1,059,208	219,110	31,669,141
Increase (decrease) in net assets						
From operating activities	(181,183)	55,099	310,892	42,084	5,663	232,555
Investment returns						
Balance in excess of amount designated for current operations	1,757,878	941,902	529,962	-	-	3,229,742
Increase (decrease) in net assets before other items	1,575,695	977,001	840,854	42,084	5,663	3,462,297
Other items transfers	42,084	-	-	(42,084)	-	-
Increase (decrease) in net assets	1,618,779	997,001	840,854	-	5,663	3,462,297
Net assets						
Beginning of year	1,898,732	6,697,683	3,793,782	-	125,990	12,516,187
End of year	\$3,517,511	\$7,694,684	\$4,634,636	-	\$131,653	\$15,978,484

**American Dietetic Association Foundation
Statement of Financial Position At May 31**

Assets	2009	2010
Cash and cash equivalents	\$1,365,052	\$2,164,862
Investments	9,641,474	12,627,514
Interest receivable	63,442	70,756
Accounts receivable	397,810	329,287
Prepaid expenses	896	2,180
Inter-organizational balances	567,572	(154,428)
	12,036,246	15,040,171
Property and equipment, net	1,028	616
Other assets	65,898	69,908
	\$12,103,172	\$15,110,695

Liabilities and net assets

Liabilities		
Accrued liabilities	\$10,170	\$0
Deferred revenue (annual meeting)	24,600	11,750
	34,770	11,750

Net assets

Unrestricted	3,395,885	4,121,052
Temporarily restricted	2,048,511	3,651,075
Permanently restricted	6,624,006	7,326,818
	12,068,402	15,098,945
	\$12,103,172	\$15,110,695

American Dietetic Association Foundation
Statement of Activities Year Ended May 31, 2010

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenues				
Grants and Donations	-	\$1,540,875	-	\$1,540,875
Member Contributions	\$525,823	122,991	\$705,192	1,354,006
Corporate Contributions	322,284	671,435	(2,380)	991,339
Sponsorships	237,500	90,000	-	327,500
Release from Restrictions	1,846,483	(1,846,483)	-	-
Total ADAF Revenues	2,932,090	578,818	702,812	4,213,720
Expenses				
Personnel	504,638	-	-	504,638
Travel	98,293	-	-	98,293
Professional Fees	1,138,865	-	-	1,138,865
Postage and Mailing Service	19,124	-	-	19,124
Office Supplies and Equipment	45,721	-	-	45,721
Rent and Utilities	81,600	-	-	81,600
Telephone and Communications	15,666	-	-	15,666
Insurance	13,860	-	-	13,860
Depreciation	411	-	-	411
Other	154,294	-	-	154,294
Meeting Services	107,668	-	-	107,668
Legal and Audit	1,806	-	-	1,806
Printing	44,593	-	-	44,593
Scholarships and Awards	362,183	-	-	392,183
Total ADAF Expenses	2,588,722	-	-	2,588,722
Increase (decrease) in net assets From operating activities	343,368	578,818	702,812	1,624,998
Investment Returns				
balance in excess of amount designated for current operations and additions to principal	381,799	1,023,746	-	1,405,545
Increase in net assets	725,167	1,602,254	702,812	3,030,543
Net Assets				
Beginning of Year	3,395,885	2,048,511	6,624,006	12,068,402
End of Year	\$4,121,052	\$3,651,075	\$7,326,818	\$15,098,945