

American Dietetic Association / ADA Foundation

Fiscal Year 2011 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.

ADA's Elected Leaders

Members elected Ethan A. Bergman, PhD, RD, CD, FADA, associate dean and professor of food science and nutrition at Central Washington University, as ADA's 2011–2012 President-elect; and Becky Dorner, RD, LD, president of Becky Dorner and Associates Inc., as Speaker-elect of the House of Delegates. Bergman and Dorner will serve as ADA's President and House of Delegates Speaker, respectively, in 2012–2013.

ADA Plans for Name Change

At ADA's 2010 Food & Nutrition Conference & Expo, held in November in Boston, Mass., President Judith C. Rodriguez, PhD, RD, FADA, LDN, announced that ADA's Board of Directors had formed a workgroup to consider a name change for the American Dietetic Association. She said the Board was seeking a name that conveys the organization's mission and vision; reflects evolving preventive and wellness services that ADA's members provide in addition to nutrition therapy; and resonates immediately with the public, other health professionals, the media and everyone who hears it. Focus groups and all-member surveys invited members to provide input on names under consideration as well as to suggest new names. ADA's Board scheduled a vote on a name change for August 2011.

Highest Membership in ADA's History

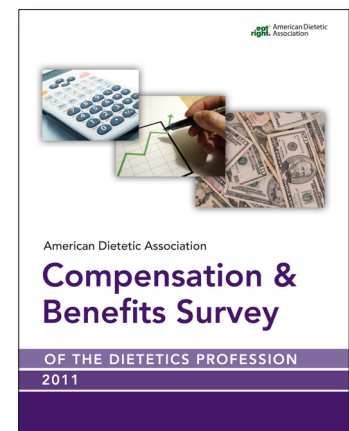
In a time when many professional member associations in the United States experienced declining membership, ADA ended Fiscal 2011 with 71,814 members, the highest membership in its history.

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.

ADA's 2011 *Compensation and Benefits Survey of the Dietetics Profession* showed registered dietitians who are ADA members earned on an annualized basis about \$1,768 more per year than non-member RDs. Dietetic technicians, registered who are members earned about \$374 more per year, annualized. This report also showed registered dietitians and dietetic technicians, registered experienced wage gains since ADA's most recent compensation survey in 2009, though at rates lower than inflation. RDs' median annualized wages were \$58,000, up from \$56,700 in 2009; DTRs' median annualized wages were \$40,000, up from \$39,000.





Dietary Guidelines for Americans

To maximize their real-world impact, ADA works to keep its members ahead of the curve when it comes to translating and applying emerging science and public policies. ADA and its members were deeply involved in helping create the 2010 *Dietary Guidelines for Americans* that were released in January 2011. Five ADA members served on the Dietary Guidelines Advisory Committee, including the chairman, Linda Van Horn, PhD, RD. With a majority of the country's adults either overweight or obese, the 2010 *Dietary Guidelines* are the first to address an unhealthy public, making their recommendations especially urgent for consumers and health professionals alike. ADA supports the *Dietary Guidelines'* call for an individualized, "healthy balance" approach to weight management that mirrors ADA's "total diet" position. ADA strongly supports the *Dietary Guidelines'* call for "options that can accommodate cultural, ethnic, traditional and personal preferences and food cost and availability" in developing practical advice from scientific findings.

Public and Media Outreach

ADA continued during FY 2011 to promote its members to the widest possible audiences of consumers and the news media. ADA and its network of Spokespeople continued to serve as the media's trusted source for accurate, timely and science-based food and nutrition information. ADA connected with consumers through print, broadcast and online media—locally, nationally and internationally.

Coverage of ADA totaled more than 30 billion media impressions, including stories in the *New York Times*, *Wall Street Journal*, *USA Today*, *Los Angeles Times* and *Chicago Sun-Times*. Consumer magazine coverage of ADA appeared in *Men's Fitness*, *O Magazine*, *Consumer Reports*, *US News & World Report*, *Prevention*, *Self*, *Forbes* and *Huffington Post*, among others. ADA Spokespeople appeared on CNN, CSPN, Fox News, Fox Business Channel, *The Doctor Oz Show*, *Nightline*, *Extra* and *The Doctors*.

New articles, videos and blog posts kept Eatright.org current and made it regular stop for anyone seeking science-based food and nutrition information.

ADA produced public service announcement in English and Spanish that spotlighted the expertise of registered dietitians as well as their vast areas of practice. The videos can be viewed on ADA's YouTube channel at www.youtube.com/mediaADA.

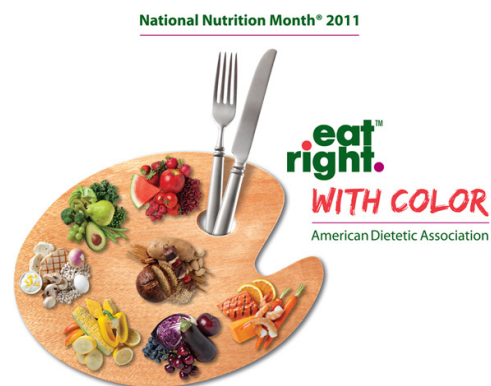
Home Food Safety

ADA is at the forefront of helping consumers prepare, eat and store food safely. During FY 2011, ADA and ConAgra Foods renewed their award-winning national program *Home Food Safety*, educating consumers about the serious health issue of foodborne illness in the home. Through information on www.homefoodsafety.org and an ongoing public awareness campaign, the program provides simple solutions for Americans to easily and safely handle food.

National Nutrition Month® and Registered Dietitian Day

National Nutrition Month® is an education and information campaign held 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. Wednesday, March 9, was 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 2011 National Nutrition Month theme "Eat Right with Color" and graphic featured a colorful painter's palette of healthful foods, encouraging consumers to remember to include a colorful variety of fruits, vegetables, whole grains, lean proteins and dairy every day. Key consumer messages



supported recommendations from the newly released 2010 *Dietary Guidelines for Americans*. Visits to the National Nutrition Month and Registered Dietitian Day sections of ADA's website were nearly 80 percent higher than in 2010.

ADA was once again invited to ring the NASDAQ closing bell on Friday, March 11. ADA President Judith Rodriguez was joined by 22 ADA members for the ceremony, which was broadcast live on NASDAQ's website and video tower in Times Square in Manhattan. Print, Internet and broadcast media coverage for National Nutrition Month 2011 reached an audience of more than 3 billion, increasing more than 2 billion from the 2010 campaign.

Books and Publishing

From the *Nutrition Care Manual* to 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:

- *Easy Gluten-Free*
- *ADA Pocket Guide to Eating Disorders*
- *Online ADA Pocket Guide to Eating Disorders*
- *ADA Pocket Guide to Lipid Disorders, Hypertension, Diabetes and Weight Management*
- *Online ADA Pocket Guide to Lipid Disorders, Hypertension, Diabetes and Weight Management*
- *ADA Quick Guide to Drug-Supplement Interactions*
- *Infant Feedings, 2nd ed.*
- *Making Nutrition Your Business*



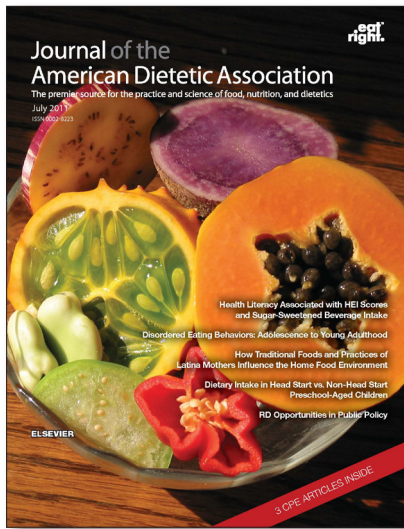
- *Dish Up a Healthy Meal*
- *Calcium* client education brochure
- *Cholesterol* client education brochure
- *Eating Healthy the Vegetarian Way* client education brochure
- *Pregnancy Nutrition* client education brochure
- *Smart Snacking* client education brochure
- *Diabetes Medical Nutrition Therapy* client education downloads in English and Spanish
- *Sports Nutrition* client education downloads in English
- *Gestational Diabetes Mellitus* client education downloads in English and Spanish.

ADA increased its social network marketing efforts, including weekly Facebook posts and monthly Facebook product giveaways, and increased marketing efforts via consumer blogs.

Award-winning Member Publications

ADA's member magazine *ADA Times* received prestigious awards in the publishing and communications industry for recognition of excellence in writing and content, design and photography, including:

- Silver Astrid for Cover Photography for the Spring 2010 issue. ADA was the only association to win an Astrid, the ultimate accolade for international excellence in design.
- Platinum Hermes for Excellence in Writing and a Platinum Hermes for Overall Excellence in Magazines, in addition to a Gold Hermes for Photography and a Gold Hermes for Design, both for the Summer 2010 issue.
- Bronze Magnum Opus for Best How-To Article for "Exploring the Fun and Frugal Fashion of Home Canning" (Spring 2010) and a Bronze Magnum Opus for Best Call to Action for "Creating Our Competition: Why the Dietetics Internship Shortage Is as Important to Your Future as It Is to the Practitioners of Tomorrow" (Winter 2010).
- APEX Award of Excellence in Magazines & Journals and APEX Award of Excellence in Writing for the how-to article, "Exploring the Fun and Frugal Fashion of Home Canning" (Spring 2010).



The monthly *Journal of the American Dietetic Association* received awards including:

- Gold Circle Award for Peer-Reviewed *Journal* from the American Society of Association Executives
- Platinum Hermes Award for the September 2010 *Journal* cover from the Association of Marketing and Communication Professionals
- Silver Award for Best Peer-Reviewed Journal from the American Society of Healthcare Publications Editors.

The 2010 Impact Factor for the *Journal of the American Dietetic Association* was released in 2011, ranking it 17th of 70 journals in the category of Nutrition and Dietetics. The *Journal's* 2010 IF rose to 3.244 from 3.128 in 2009.

Internet Presence Grows

ADA's Internet presence saw tremendous growth during the past year. ADA's website, www.eatright.org, contains substantial content that is accessible and interactive, appealing to the public, media, students, other health professionals and all ADA members. It contains enhanced support for ADA initiatives and promotions; social networking and community-building opportunities; and educational, informational and research resources. New content was continually created to keep it up-to-date and encourage repeat visitors, including articles, blogs, video, audio and other multimedia.

ADA's Facebook page continued to be a regular stop for members and public seeking nutrition news, announcements and healthful eating advice. By the end of FY 2011, more than 25,000 people become fans of ADA on Facebook, adding more than 1,000 new fans each month. ADA is also a strong presence on Twitter, LinkedIn and YouTube.

At the 15th Annual Webby Awards, ADA's site was singled out as an Official Honoree in the Associations category. ADA was also recognized by the Web Marketing Association for outstanding achievement in website development for www.kidseatright.org, the site for the joint American Dietetic Association/ADA Foundation program Kids Eat Right.

Research: The Foundation of Dietetics

Nutrition research represents the future for dietetics and ADA, as well as the foundation for members' credibility, recognition and professional respect. As the basis for the dietetics profession, research holds a prominent place among ADA's 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 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. In February 2011, a pilot study to test the implementation of Evidence Based Nutrition Practice Guidelines for Type 2 diabetes in adults began recruiting registered dietitians to participate in the project. This pilot study is being conducted at 13 clinical sites across the country and will run through 2012. Thirteen registered dietitians were recruited and an online data collection tool was developed for testing in this project and potential use in future studies.

A multi-year collaboration between Blue Cross Blue Shield-North Carolina and ADA, evaluating health utilization and economic outcomes of medical nutrition therapy and lifestyle case management coverage for beneficiaries with obesity, has concluded and is now focused on publication preparation. 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. One manuscript has been accepted for publication, and two have been submitted on the incremental value of MNT in weight management and on reliability of self-reported health risk assessment data. A fourth manuscript covering the Nutrition Care Process and details of the intervention is in preparation.

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 body

mass index. This ongoing project is taking place at 39 sites and includes 15 RDs and 39 pediatricians. Data collection on 694 children enrolled in the study will be concluded in July 2013. This project is a follow-up to the pilot Healthy Lifestyle Research Study which was funded by the ADA Foundation, AAP and the Centers for Disease Control and Prevention, with results published in the *Archives of Pediatric and Adolescent Medicine*.

The *Energy Balance 4 Kids with Play* pilot project was completed. It developed a school-based energy balance program including RD coaches and evaluated nutrition components. Funding was received for the *Energy Balance 4 Kids with Play* program in six schools in the West Contra district in Oakland, Calif., for 2011–2013. The efficacy study will document impact of policy, education and environmental changes on both nutrition and physical activity outcomes. The project is funded by the Healthy Weight Commitment through the ADA Foundation. The research partner for new project is the University of California – Berkley's Center for Health and Weight.

A modification of ADA's Diabetes Evidence Based Nutrition Practice Guidelines Field Test protocol, to study outcomes of implementing the EBNPG for people with diabetes in India, was in final stages of receiving funding approval. The project will take place in Chennai, India. The funding source is Abbott International through the ADA Foundation. Principal investigators are Shri Shraddha Varsha, PhD (India); Naomi Trostler, PhD, RD (Israel); and Esther Myers, PhD, RD, FADA (ADA).

The International Diabetes Outcomes Study evaluated outcomes of implementing ADA's Medical Nutrition Therapy Guides for Practice for Adult Type 1 and 2 Diabetes in Israel, Turkey and Lebanon. A coordinator and five dietitians in each country were trained and guides were translated into Hebrew, Turkish and Arabic. Abbott approved funding for glucometers and strips in all three countries. Data was analyzed, a final meeting was held in Jordan and a manuscript was submitted for Israel and Turkey. The project was funded through the ADA Foundation's Wimpfheimer-Guggenheim Fund for International Exchange in Nutrition, Dietetics and Management.

Linda Snetselaar, PhD, RD, LD, was selected as the principal investigator for ADA's involvement in the enhancement to the ongoing Medicare Disease Management Demonstration Project at the CARLE Clinics Foundation, under the direction of Cheryl Schraeder, PhD, RN. ADA-funded retrospective and prospective data collection and analyses document change in outcomes with RD involvement in disease management and for medical conditions not currently covered by

Medicare. Partial data was made available for the April 2005 to May 2007 time period for health care indicators, and the final report was reviewed by the Research Committee. A manuscript is nearing completion. The research was funded by the Commission on Dietetic Registration.

The Research Committee developed an online "Understanding the Basics of 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.

The International Life Sciences Institute funded a study of research graded and reported on ADA's Evidence Analysis Library to determine whether the funding source (specifically industry) results in a difference in study quality as determined by using ADA's Evidence Analysis Checklist, and to identify which quality criteria most strongly predict the overall research report quality rating. The publication, "Funding Source and Research Report Quality in Nutrition Practice-related Research," was submitted for publication in an online peer-reviewed journal.



Policy Initiatives and Advocacy

Fiscal Year 2011 was extremely busy and productive for ADA in terms of the Association's public policy initiatives and advocacy priorities. Historic child nutrition legislation was passed; the food safety law was strengthened; and the federal budget became a focus. In addition, the Affordable Care Act started to roll out to states for implementation. ADA continued to provide member leaders training to increase the effectiveness of advocacy efforts. Skill-building training for members covered both federal and state issues. ADA's annual Public Policy Workshop, held in February, had more than 400 attendees, and included updates on key policy initiatives as well as a timely debate on beverage taxes. And members took a leadership role in the First Lady's *Let's Move!* campaign, helping connect local leaders to *Let's Move Cities*, a program to involve communities in reducing childhood obesity.

ADA's Policy and Advocacy team was part of several key conferences held focusing on nutrition advocacy issues:

- Child Welfare Trust: ADA member Evelyn F. Crayton, EdD, RD, LD, a nationally recognized authority on health and nutrition disparities and assistant director of family and consumer science at Auburn University's Alabama Cooperative Extension, was a member of a Child Welfare Brain Trust panel on eliminating childhood obesity that was held during Congressional Black Caucus Week.
- Association of State Nutrition Networks: ADA presented an update on forthcoming changes to the SNAP-Ed (Supplemental Nutrition Assistance Program – Education) program targeted to SNAP participants.
- Produce for Better Health Foundation: ADA participated in a presentation to produce vendors on how registered dietitians are creating unique and innovative programs to increase people's fruit and vegetable consumption.
- ADA co-hosted a Partnership for Food Safety Education stakeholder meeting in Chicago, where more than 70 attendees developed ways to reach consumers with effective food safety messages. Stakeholders identified strategies to strengthen partnerships and ways to reach consumers.
- ADA participated in two special events hosted by the *Washington Post*. "The Future of Food" brought together leading international experts, including Prince Charles of Great Britain, to discuss trends in agriculture and consumer behavior. "Weighing in on America's Future: Childhood Obesity Summit" included a panel of influential government officials, health experts, professional athletes, celebrities and young people to discuss the national health crisis of child obesity, focusing on solutions. Speakers addressed the role of the government and schools in tackling the problem.



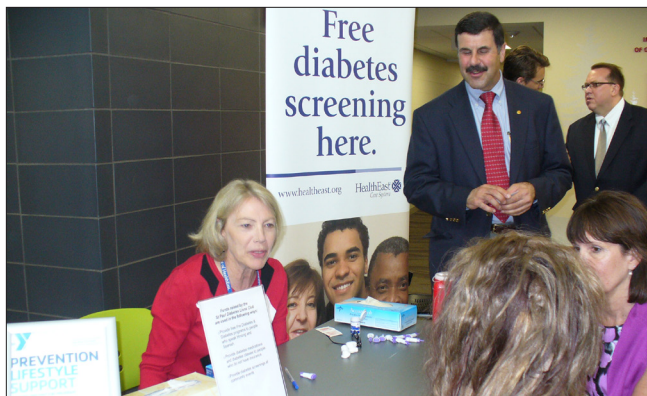
ADA hosted Congressional briefings on the Medical Foods Equity Act, co-hosted with the National PKU Alliance, to bring awareness to the issue of coverage needed for special products for people with inborn errors of metabolism; a panel discussion on food deserts with agriculture experts and policy makers to improve access to healthy foods; and a panel on diabetes prevention, co-hosted with the Diabetes Advocacy Alliance. ADA member Margaret Powers, PhD, RD, represented health-care providers on the panel.

ADA was involved in the launch of two important nutrition tools for Americans, the 2010 *Dietary Guidelines for Americans* and its new graphic element, MyPlate. ADA continued during the year to help promote this useful tool and the key messages of the Dietary Guidelines to improve the health of Americans.

After 15 years, the federal Healthy Hunger Free Kids Act passed during the past year. This historic legislation includes provisions to enhance the nutritional quality of food served in school-based and pre-school settings; expand the Afterschool Meal Program to all 50 states; support improvements to direct certification for school meals to reduce red tape; and make "competitive foods" offered or sold in schools more nutritious. ADA and its School Nutrition Services, Public Health and Hunger and Environmental Nutrition dietetic practice groups, submitted detailed comments on the meal standards.

As implementation began for the Affordable Care Act, also known as health-care reform, ADA leaders and members were briefed and trained on opportunities the legislation presents, especially in the areas of prevention and nutrition intervention.

ADA continued to forge new partnerships while sustaining existing ones with organizations such as the National Association of Nutrition and Activity; National Fruit and Vegetable Alliance; Partnership for Food Safety Education;



Diabetes Advocacy Alliance; U.S. Breastfeeding Committee; Dietary Guidelines Alliance; Partnership to Fight Chronic Disease; National Coalition for Food and Agriculture Research; Coalition for Health Care Funding; Healthy Foods Healthy Farms Coalition; and Obesity Action Coalition.

ADA's political action committee gave \$62,000 to Democratic, Republican and Independent candidates for the House and Senate who support ADA's policy efforts. 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 have been 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 2011.

ADA Partners

- ARAMARK
- The Coca-Cola Company
- Hershey Center for Health & Nutrition®
- National Dairy Council

Premier Sponsors

- Abbott Nutrition
- CoroWise™ brand
- General Mills
- Kellogg Company

- Mars, Incorporated
- McNeil Nutritionals, LLC
- PepsiCo
- SOYJOY®
- Truvia® natural sweetener
- Unilever

2010 FNCE Event Sponsors

- Campbell Soup Company
- Chobani
- ConAgra Foods
- Nature Made®
- Safeway
- Target

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 2010–11 included:

Strategic Priorities

- Updated Strategic Plan for relevance and monitor progress using established measures.
- Improved the health of Americans by including registered dietitians and dietetic technicians, registered in health reform at all levels; strengthening cultural competencies of RDs and DTRs; and addressing health literacy and health disparity issues related to food and nutrition.
- Developed an action plan for increasing underrepresented groups in dietetics, including a diversity definition.
- Addressed competition related to scope of practice and opposition to licensure and continue ongoing monitoring/risk mitigation.
- Provided opportunities for members to affect food and nutrition policies through participation in legislative and regulatory processes at local, state and federal levels.
- Strengthened relationships with external organizations, including competitors, to further ADA initiatives.

Governance Priorities

- Developed a communications training program for unified messaging used throughout the year by Board members and Spokespeople at Affiliate, Dietetic Practice Group and Member Interest Group meetings.
- Supported the Commission on Dietetic Registration with its Dietetics Workforce Demand project.
- Reviewed and acted on final recommendations for MIG Program and supported its restructure. Identified ways to collaborate with MIGs to attract members from underrepresented groups and to develop strategies addressing culture-specific competence and health disparities.
- Evaluated effectiveness of ADA's councils, committees and task forces; identified inequities in treatment and opportunities to increase efficiencies.
- Established a workgroup to determine the value of a name change to position ADA and the RD in achieving ADA's vision.
- Worked with CDR, the Commission on Accreditation for Dietetics Education and the Education Committee to solve supervised practice issues, including internship matching, development of simulations and preceptor shortage.
- Revised Conceptual Framework for the Profession of Dietetics to reflect current and future dietetics practice.

Operational Priorities

- Reviewed outcomes of organizational unit business plans using a uniform template.
- Supported, monitored and assessed corporate sponsorship program to meet ADA's strategic needs and implement communications on program's value.
- Supported internal and external efforts of the Policy Initiatives and Advocacy Group and reallocated resources as needed.
- Reviewed progress of Online Member Marketplace.

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:

- In a motion related to Health Reform: Next Steps, HOD

requested ADA's Legislative and Public Policy Committee to develop a plan for collaborating with affiliates and dietetic practice groups to ensure success for legislative and regulatory priorities at state and national levels.

- In December 2010, delegates assisted in mobilizing members to support passage of three key national legislative issues that were important to ADA and its members: Child Nutrition Act, Physician Medicare Fix and Food Safety.
- During the Spring 2011 Virtual Meeting, delegates identified 17 issues of strategic importance to the profession. Top issues included education/training of future practitioners; alternate pathways to practice; lack of internships; strengthen image; branding of profession; reimbursement issues; legislation/regulation related to practice opportunities; and inclusion of RD in health reform.
- The House conducted the Market Place Relevance Dialogue Session in which recommendations were created on how RDs and DTRs could create more opportunities and be more nimble and proactive.
- Approved the Associate membership category after a nine-month discussion of a proposal by the Member Value Committee to consider this category.
- Continued to implement dietetic practice group delegates; all DPGs will have delegates in the House by June 1, 2013.
- Requested Diversity Committee to develop a plan for increasing diversity within ADA's membership.
- Supported Council on Future Practice, which collaborated with the Commission on Accreditation of Dietetics Education, Commission on Dietetic Registration and the Education Committee, to conduct the March 2011 Future Connections: Summit on Dietetics Practice, Credentialing and Education. The summit brought together educators, practitioners and employers as recommended by the Phase 2 Future Practice and Education Task Force in 2008.

Position and Practice Papers

Position and practice papers assist ADA in optimizing the public's nutrition, health and well-being, and are germane to ADA's vision, mission, values, goals and strategies. A key feature of a position paper is the position statement, which presents ADA's stance on an issue.

During FY 2011, ADA published the following papers:

Position papers

- Integration of Medical Nutrition Therapy and Pharmacotherapy
- Nutrition Intervention and Human Immunodeficiency Virus Infection

- Local Support for Nutrition Integrity in Schools
- Food Insecurity in the United States
- Individualized Nutrition Approaches for Older Adults in Health Care Communities
- Comprehensive School Nutrition Services (joint paper with School Nutrition Association and Society for Nutrition Education)
- Benchmarks for Nutrition in Child Care
- Nutrition Intervention in the Treatment of Eating Disorders

Practice papers

- Individualized Nutrition Approaches for Older Adults in Health Care Communities
- Addressing Racial and Ethnic Health Disparities
- Using the Dietary Reference Intakes
- Nutrition Intervention in the Treatment of Eating Disorders

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 \$3.4 million in FY 2011 for the following programs:

Scholarships and Awards

The Foundation awarded \$448,650 to 211 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

More than \$150,000 in research funding is available annually, bringing more registered dietitians to the forefront and arming consumers with the most relevant and accurate food and nutrition information. Included in this total is a \$35,000 grant available to a member conducting research related to childhood obesity. This grant is made possible through the \$2 million ADAF Research Endowment, which was funded through member contributions. 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 Kids Eat Right initiative. This joint effort supports public education programs that address the national health concern of being overfed and undernourished among so many of our children. In less than a year, more than 2,300 ADA members joined Kids Eat Right (www.kidseatright.org/volunteer) as Campaign Volunteers and created action plans that support this initiative, including involvement in schools, community outreach, worksite wellness, media action and influencing policy. New member resources, member grants and innovative programs to help parents and children meet their total nutrient requirements as part of all childhood obesity prevention efforts are part of the continued growth, excitement and impact of Kids Eat Right.

To help busy families shop smart, cook healthy and eat right, a robust, user-friendly website for the public: www.kidseatright.org was created at the launch of Kids Eat Right. This website contains tips, articles, recipes and videos, contributed by registered dietitians, receives more than 535,000 page views. While impressive, Kids Eat Right is committed to building even greater member involvement and public awareness promoting high-quality nutrition for all kids.

Special thanks to those groups and individuals who supported the ADA Foundation with gifts of \$10,000 or more from June 1, 2010, through May 31, 2011:

Abbott Nutrition
 Almond Board of California
 American Council for Fitness and Nutrition
 American Overseas Dietetic Association
 American Pistachio Growers
 ARAMARK Corporation
 Frances Ballentine



The Beef Checkoff through the National Cattlemen's Beef Association

The Coca-Cola Company

Colgate Palmolive Company

Commission on Dietetic Registration

ConAgra Foods

Corowise™ brand

Dietitians in Nutrition Support DPG Leaders

Jim and Susan Finn

Charlotte Floyd

General Mills and General Mills Foundation

Giant Eagle, Inc.

Jean Hankin

Healthy Weight Commitment Foundation

Hershey Center for Health and Nutrition®

Lois M. Jackson

The Kellogg Company

Estate of Marie Knickrehm

Robert W. Langholz

Mars, Incorporated

Richard McGary

McNeil Nutritionals, LLC

Mead Johnson Nutrition

MetLife Foundation

National Dairy Council

Estate of Barbara Nixon

PepsiCo

SOYJOY®

Texas Association of Local WIC Directors

Truvia® natural sweetener

Unilever

Alice Wimpfheimer

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 83,000 registered

dietitians and more than 4,300 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 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, in 2010–11 the Commission on Dietetic Registration:

- Administered a prior approval process for continuing professional education program providers. More than 4,000 programs were reviewed and approved in 2010–2011.
- Administered a program provider accreditation process for continuing professional education program providers. There are currently 179 accredited providers.
- Administered online Assess and Learn courses "Managing Type 2 Diabetes Using the Nutrition Care Process" and "Sports Dietetics: Nutrition for Athletic Performance."
- Administered an online dietetics preceptor training course.
- Administered registration eligibility reciprocity agreements with Canada, Ireland, the Netherlands, United Kingdom and the Philippines.
- Maintained a searchable continuing professional education database of more than 38,000 programs.
- Administered 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.
- Administered certificates of training in childhood and adult weight management. Since implementation in April 2001, more than 15,000 members and credentialed practitioners have participated in these programs.
- Conducted a Dietetics Workforce Demand study development of 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, and identifying the probable impact of the forces of change, environmental, demographic, economic and regulatory on supply and demand.

- Established scholarship/grant funds to be administered by the American Dietetic Association Foundation: \$200,000 for interactive technology based simulation grants(s); \$100,000 for leadership scholarship (s); \$100,000 for Grassroots Marketing Grant(s) and \$100,000 for Diversity Scholarships.
- Established a \$250,000 fund within the American Dietetic Association Foundation to support establishment of advanced practice residency programs across the spectrum of dietetics practice.
- Collaborated with Commission on Accreditation for Dietetics to develop five webinars targeted to educators highlighting topics related to entry-level registration examinations.
- Collaborated with 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.
- Implemented new test content outlines for entry-level registration examinations for dietitians and dietetic technicians.
- Published new study guides for entry-level registration examinations for dietitians and dietetic technicians.
- Collaborated with Commission on Accreditation for Dietetics to implement new Individualized Supervised Practice Pathways to dietitian registration eligibility.
- Initiated an Advanced Level Clinical Nutrition Practice Audit Task Force.
- Developed new Celiac Disease Assess & Learn module.
- Collaborated with CADE and Education Committee to develop guidelines for new CDR-funded simulation grant program, to be administered by the ADA Foundation.

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 569 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 21,706 to 22,203 over the previous year, a 2.3 percent increase. 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 and the Middle East.

As an accreditor, CADE undergoes a voluntary recognition process similar to self-study processes that dietetics programs undergo with CADE. In February 2011, the CADE board voted to withdraw from the recognition process run by the Council for Higher Education Accreditation. Up until the time that the CADE board made its decision to withdraw, CADE went through two voluntary processes: 1) the government’s process run by the U.S. Department of Education, and 2) a nongovernmental process through CHEA. After considering benefits and disadvantages of going through two recognition processes, CADE’s the board decided benefits of keeping USDE recognition alone outweighed the benefits of keeping CHEA recognition.

CADE worked during the past year to raise awareness of the need for ADA members to give back to the dietetics profession through service as preceptors. At the 2010 Food & Nutrition Conference & Expo, President Judith C. Rodriguez, PhD, RD, FADA, LDN, spoke at the opening session on the need for preceptors. Name-badge ribbons helped increase preceptors’ visibility among members at the meeting. The ADA Foundation sponsored seven awards on behalf of the Dietetic Educators of Practice dietetic practice group and CADE to recognize preceptors who are exemplary educators and mentors. A preceptor recruiting drive was held for practitioners to learn about personal and professional rewards of mentoring students and teaching students the skills to become RDs or DTRs. Opportunities were available for participants to meet with representatives from dietetics education programs to talk about becoming a preceptor and show them how to get continuing education credit while developing precepting skills. Items totaling \$2,583 were donated by ADA and CADE and raffled to attendees. During an educational session at the conference, practitioners



gave testimonials about the impact and value of their own preceptors and mentors. A video on the need for preceptors premiered at ADA's conference and was posted to ADA's website and YouTube.

The match rate for students applying to dietetic internships improved by 2 percent during FY 2011 over the previous year. The number of available internship positions increased by 116 and the number of students applying for positions increased by 69, meaning current and new internships created 47 positions over the increased demand. The increased demand for internship positions was less than in previous years, resulting in an overall April 2011 match rate of 52 percent. The number of students who were pre-selected into internships increased by 18 percent. Prior to 2008, internship numbers had been stagnant; but over the past three years, CADE's efforts to increase capacity have been successful, increasing internship positions offered by new and existing programs by 12 percent, or 300 students, with more growth predicted.

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 provide further networking, education and leadership opportunities to ADA members and 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 2011, membership in DPGs exceeded 59,600, 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 2011, 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. MIG membership totaled more than 1,600.

In January 2012, the
American Dietetic Association
will be changing its name to:



Academy of Nutrition
and Dietetics

Impacting the Future...

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 2011 Fiscal Year with a surplus of more than \$6.2 million. This was aided by the continued rebound in the stock and bond markets. The combined investment portfolios gained over \$6.3 million, adding to the \$4.6 million gained in the 2010 Fiscal Year.

The ADA Foundation continued its success in the 2011 Fiscal Year with revenues exceeding \$3.4 million, investment gains of more than \$2.1 million and a surplus of more than \$2.8 million. The Foundation's investment portfolio continued its climb and is at nearly \$18 million. This will allow the ADA 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 2011 budgets.

The Association had a strong year, with a surplus of nearly \$2 million, aided by growth from investments. In addition, revenues grew more than 7 percent when compared to the 2010 Fiscal Year, while expenses were managed to meet overall operational expectations. The Association's investment reserves are strong and ready to be invested in new member programs and services.

The Association's 2012 Fiscal Year budget will maintain the conservative approach exhibited over the past few years. However, it does reflect growth in areas that may not be impacted by the economy. The economy is still a concern. Therefore, ADA leaders and staff will closely monitor expenses, in the event the economy continues to remain sluggish, and be ready to make adjustments if necessary. ADA's 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	2011
Assets		
Cash and cash equivalents	\$6,874,498	\$8,735,688
Investments	27,011,607	29,548,147
Interest receivable	139,324	122,863
Accounts receivable	1,373,179	1,509,653
Prepaid expenses	1,286,219	1,111,947
Inventories	748,348	737,705
Inter-organizational balances	154,428	(611,136)
	37,587,603	41,154,867
Property and equipment net	2,936,858	3,402,501
Other assets	2,883	1,083
	\$40,527,344	\$44,558,451
Liabilities and net assets		
Liabilities		
Accounts payable	\$1,548,139	\$1,838,268
Accrued liabilities	1,867,416	1,613,212
Due to state associations	2,244,625	2,381,701
	5,660,180	5,833,181
Deferred revenue		
Membership dues	6,564,336	6,854,668
Registration fees	2,592,725	2,755,755
Subscriptions	1,615,856	1,885,580
Annual meeting	1,341,531	1,354,135
Other	2,643,191	2,568,819
	14,757,639	15,418,957
Deferred compensation	733,816	780,236
Deferred rent liability	3,397,225	3,225,771
	4,131,041	4,006,007
	24,548,860	25,258,145
Net assets		
Unrestricted		
Association operations	3,517,511	5,516,085
Commission on Dietetic Registration	7,694,684	8,806,372
Dietetic Practice Groups	4,634,636	5,424,891
Commission on Accreditation for Dietetics Education	-	9,007
ADAPAC	131,653	203,951
	15,978,484	19,960,306
	\$40,527,344	\$45,218,451

American Dietetic Association
Statement of Activities Year Ended May 31, 2011

	ADA	Commission on Dietetic Registration	Specialty Groups	Commission on Accreditation for Dietetics Education (CADE)	ADA Political Action Committee (ADAPAC)	Total
Revenues						
Membership Dues—net	\$9,438,789	-	\$1,720,867	-	-	\$11,159,656
Registration and Examination Fees	-	\$5,524,916	-	-	-	5,524,916
Member Contributions	-	-	-	-	\$174,078	174,078
Programs and Meetings	4,758,516	-	438,395	\$22,264	-	5,219,175
Publications and Materials	3,560,610	142,093	84,946	-	-	3,787,649
Subscriptions	1,340,938	-	1,599	-	-	1,342,537
Advertising	131,043	-	55,302	-	-	186,345
Sponsorships	1,816,816	36,500	-	1,000	-	1,854,316
Grants	575,776	-	1,220,055	-	-	1,795,831
Education Program	-	715,605	-	1,127,243	-	1,842,848
Other	1,010,013	-	1,530	42,502	-	1,054,045
	22,632,501	6,419,114	3,522,694	1,193,009	174,078	33,941,396
Expenses						
Personnel	10,620,947	1,276,532	450	701,460	-	12,599,389
Publications	2,139,753	106,833	18,701	-	-	2,265,287
Travel	1,248,237	493,562	817,555	261,511	-	2,820,865
Professional Fees	1,989,849	932,193	715,482	800	-	3,638,324
Postage and Mailing Service	629,956	290,420	147,091	5,290	-	1,072,757
Office Supplies and Equipment	200,178	38,942	20,743	1,661	1,154	262,678
Rent and Utilities	1,242,604	120,453	1,020	91,207	-	1,455,284
Telephone and Communications	155,617	45,252	34,829	13,324	-	249,022
Commissions	-	-	23,420	-	-	23,420
Computer Expenses	317,167	5,011	5,878	18,630	1,800	348,486
Advertising and Promotion	122,731	4,281	22,467	-	-	149,479
Insurance	91,634	110,280	-	15,120	-	217,034
Depreciation	807,421	82,534	15,021	30,938	-	935,914
Bank and Trust Fees	530,301	82,856	39,426	2,151	-	654,734
Other	(153,669)	935,259	431,662	15,884	91,688	1,320,824
Donations to the Foundation	100	650,000	50,958	-	-	701,058
Examination Administration	-	937,426	-	-	-	937,426
Meeting Services	2,257,054	652,611	933,381	23,641	7,138	3,873,825
Legal and Audit	243,024	17,801	-	2,295	-	263,120
Printing	429,162	400,147	197,173	90	-	1,026,572
	22,872,066	7,182,393	3,475,257	1,184,002	101,780	34,815,498
Increase (decrease) in net assets						
From operating activities	(239,565)	(763,279)	47,437	9,007	72,298	(874,102)
Investment returns						
Balance in excess of amount designated for current operations	2,238,139	1,214,968	742,818	-	-	4,195,925
Increase (decrease) in net assets	1,998,574	451,689	790,255	9,007	72,298	3,321,823
Other items transfers						
Net assets						
Beginning of year	3,517,511	7,694,684	4,634,636	-	131,653	15,978,484
End of year	\$5,516,085	\$8,146,373	\$5,424,891	\$9,007	\$203,951	\$19,300,307

American Dietetic Association Foundation
Statement of Financial Position at May 31

Assets	2010	2011
Cash and cash equivalents	\$2,164,862	\$1,970,209
Investments	12,627,514	14,963,832
Interest receivable	70,756	62,494
Accounts receivable	329,287	267,394
Prepaid expenses	2,180	2,999
Inter-organizational balances	(154,428)	611,136
	15,040,171	17,878,064
Property and equipment, net	616	43,716
Other assets	69,908	72,988
	\$15,110,695	\$17,994,768
Liabilities and net assets		
Liabilities		
Accrued liabilities	\$0	\$12,620
Deferred revenue (annual meeting)	11,750	0
	11,750	12,620
Net assets		
Unrestricted	4,121,052	4,510,406
Temporarily restricted	3,651,075	5,257,478
Permanently restricted	7,326,818	7,554,264
	15,098,945	17,322,148
	\$15,110,695	\$17,334,768

American Dietetic Association Foundation
Statement of Activities Year Ended May 31

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenues				
Grants and Donations	-	\$951,610	-	\$951,610
Member Contributions	\$282,693	485,326	\$158,165	926,184
Corporate Contributions	130,943	1,058,634	69,281	1,258,858
Sponsorships	172,750	121,500	-	294,250
Release from Restrictions	1,868,351	(1,868,351)	-	-
Total ADAF Revenues	2,454,737	748,719	227,446	3,430,902
Expenses				
Personnel	516,236	-	-	516,236
Travel	102,596	-	-	102,596
Professional Fees	968,641	-	-	968,641
Postage and Mailing Service	27,001	-	-	27,001
Office Supplies and Equipment	29,924	-	-	29,924
Rent and Utilities	82,028	-	-	82,028
Telephone and Communications	16,345	-	-	16,345
Insurance	14,546	-	-	14,546
Depreciation	5,203	-	-	5,203
Other	133,835	-	-	133,835
Meeting Services	150,274	-	-	150,274
Legal and Audit	7,059	-	-	7,059
Printing	28,834	-	-	28,834
Scholarships and Awards	586,131	-	-	586,131
Total ADAF Expenses	2,668,653	-	-	2,668,653
Increase (decrease) in net assets From operating activities	(213,916)	748,719	227,446	762,249
Investment Returns				
balance in excess of amount designated for current operations and additions to principal	603,269	1,517,684	-	2,120,953
Increase in net assets	389,353	2,266,403	227,446	2,883,202
Net Assets				
Beginning of Year	4,121,052	3,651,075	7,326,818	15,098,945
End of Year	\$4,510,405	\$5,917,478	\$7,554,264	\$17,982,147