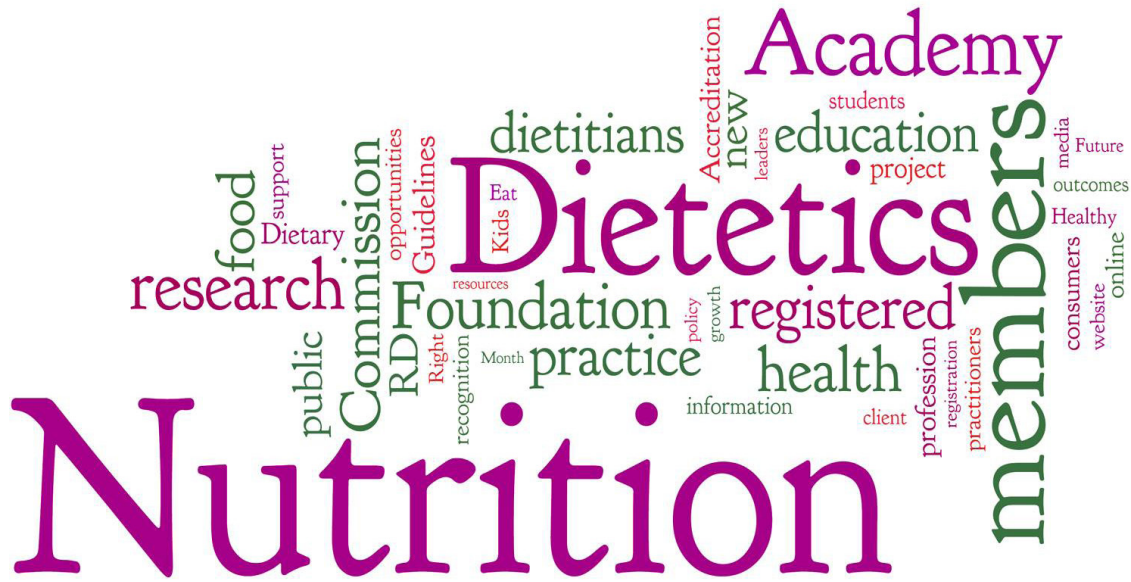


# Academy of Nutrition and Dietetics/Foundation

## Fiscal Year 2012 Annual Report



# Year In Review

*The Academy of Nutrition and Dietetics is the world's largest organization of food and nutrition professionals. The Academy is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy.*

## Academy Announces New Name: Mission Remains Unchanged



The American Dietetic Association announced it would change its name effective January 2012 to the Academy of Nutrition and Dietetics. The announcement of the name change was made by 2011-2012 President Sylvia Escott-Stump, MA, RD, LDN, at the

Opening Session of the organization's 2011 Food & Nutrition Conference & Expo in San Diego, Calif.

"ADA has been in existence since 1917, after working to feed the troops healthfully during World War I. Protecting the public's health is the highest priority of ADA and our members, and our new name complements our focus: the nutritional well-being of the American public," Escott-Stump said.

"The name Academy of Nutrition and Dietetics promotes the strong science background and academic expertise of our members, primarily registered dietitians. Nutrition science underpins wellness, prevention and treatment," she said. "An academy is 'a society of learned persons organized to advance science.' This term describes our organization and immediately emphasizes the educational strength of our advice and expertise."

“By adding nutrition to our name, we communicate our capacity for translating nutrition science into healthier lifestyles for everyone. Keeping dietetics supports our history as a food and science-based profession. Thus, the Academy of Nutrition and Dietetics quickly and accurately communicates our identity – who we are and what we do,” Escott-Stump said.

“Whether planning nutritious meals for children in day-care centers or schools, teaching individuals with diabetes about managing their blood sugar or saving lives with complex nutritional interventions after surgery, registered dietitians are the best qualified providers. The name change communicates that *we are the nutrition experts*,” she said.

The Academy's award-winning website remains [www.eatright.org](http://www.eatright.org) and the colorful Eat Right logo is staying as a part of the organization's graphic identity. Also in January, the ADA Foundation changed its name to the Academy of Nutrition and Dietetics Foundation.

"While our name is changing to the Academy of Nutrition and Dietetics, we still have the same mission, the same powerful Eat Right message, and are still bringing the same quality nutrition advice to the table as we have for nearly 100 years," Escott-Stump said.

"The field of nutrition has changed over this century, and we're evolving to meet these needs – as the Academy of Nutrition and Dietetics."

### Academy's Elected Leaders

Members elected Glenna R. McCollum, DMOL, MPH, RD, inaugural president of Chandler University and chair of the university's Advisory Board, as the Academy's 2012-2013 President-elect; and Nancy M. Lewis, PhD, RD, FADA, professor emeritus of nutrition and health sciences at the University of Nebraska, as Speaker-elect of the House of Delegates. McCollum and Lewis will serve as the Academy's President and House of Delegates Speaker, respectively, in 2013-2014.

The screenshot shows the CNN Money website's 'Best Jobs in America' section for 2011. It features a list of top jobs, with Dietitian ranked 3rd. Key statistics for Dietitians include a median pay of \$55,800, a top pay of \$76,000, and a 10-year job growth of 9%. A sidebar on the right lists 'Dietitian job openings' from various institutions like Loma Linda University and Faulkner Hospital. A video player at the bottom shows a man in a white lab coat.

### Membership Continues Record Rise

The Academy ended Fiscal 2012 with 73,868 members, the highest membership in its history, in a time when many professional member associations in the United States experienced declining membership.

Compared with 80 percent of other membership associations which have a market penetration below 70 percent, Academy members represent 75 percent of all practicing registered dietitians. The Academy'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 the Academy's Evidence Analysis Library; and the ability to utilize the Academy's career planning resources.

The Academy's 2011 *Compensation and Benefits Survey of the Dietetics Profession* showed registered dietitians who are Academy 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 the Academy'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.



### Public and Media Outreach

The Academy continued during FY 2012 to promote its members to the widest possible audiences of consumers and the news media. The Academy and its network of Spokespeople continued to serve as the media's trusted source for accurate, timely and science-based food and nutrition information. The Academy connected with consumers through print, broadcast and online media – locally, nationally and internationally.

Coverage of the Academy totaled more than 30 billion media impressions, including stories on websites like CNN, ESPN, Food Network, Fox News, Huffington Post, MSNBC, WebMD and Yahoo!; print publications including *AARP the Magazine*, *Family Circle*, *New York Times*, *Wall Street Journal*, *Women's Day* and *USA Today*; and television programs like *The Balancing Act*, *Good Morning America*, *the Martha Stewart Show*, *Nightline* and the *Today Show*.

New articles, videos and blog posts kept [www.eatright.org](http://www.eatright.org) current and made it a regular stop for anyone seeking science-based food and nutrition information.

The Academy was invited to ring the NASDAQ opening bell on Friday, March 2. Academy President Sylvia A. Escott-Stump was joined by 25 Academy 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 2012 reached an audience of more than 2 billion in March alone.



### Academy Online

The Academy's Internet presence saw tremendous growth during the past year. The Academy's website, [www.eatright.org](http://www.eatright.org), contains substantial content that is accessible and interactive, appealing to the public, media, students, other health professionals and all Academy members. It contains enhanced support for Academy 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 to encourage repeat visitors, including articles, blogs, video, audio and other multimedia.

The Academy's Facebook pages continued to be a regular stop for members and public seeking nutrition news, announcements and healthful eating advice. Following the Academy's name change, the Academy's Facebook presence was tailored for two unique audiences, the public-focused page [www.facebook.com/eatrightnutrition](http://www.facebook.com/eatrightnutrition) and the member-focused [www.facebook.com/academyofnutritionanddietetics](http://www.facebook.com/academyofnutritionanddietetics).

With the creation of new content pages, the Academy requested that existing Facebook fans transfer to the new accounts, and by the end of FY 2012, approximately 14,000 people had become fans of the new pages. The Academy also maintained and increased its strong presence on Twitter, LinkedIn and YouTube.

### National Nutrition Month® and Registered Dietitian Day



National Nutrition Month® is an education and promotion campaign held each March by the Academy of Nutrition and Dietetics 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 the Academy and its members to the public and the media as the most valuable and credible source of timely, science-based food and nutrition information.

March 14 was designated Registered Dietitian Day, increasing awareness of registered dietitians as the indispensable providers of food and nutrition services and recognizing RDs for their commitment to helping people enjoy healthy lives.

The 2012 National Nutrition Month theme and graphic "Get Your Plate in Shape" promoted key messages of the U.S. Department of Agriculture's new MyPlate icon and the 2010 *Dietary Guidelines for Americans*. This represents just one example of the Academy's ongoing participation in the USDA/CNPP Nutrition Communicators Network.

NNM media coverage reached a combined audience of more than 2 billion and NNM web visits increased by 75 percent over the previous year. Sales of NNM promotional and educational items were the third highest in the past 10 years.

NNM 2012 highlights included:

- For the fourth consecutive year, the Academy was invited by NASDAQ to ring the exchanges opening bell. Academy President Sylvia Escott-Stump was joined March 2 by New York-area Academy members. The event was broadcast live on the Internet, cable TV and a video tower in Times Square.
- The NNM graphic was also featured in Times Square during March.



- The Chicago Dietetic Association sponsored banner signs in public transit buses.
- The Blue Cross-Blue Shield building in Chicago displayed #EAT RIGHT in its windows during March.

The Academy produced public service announcements in English and Spanish that highlighted the 2012 National Nutrition Month theme and other healthful eating messages. The videos can be viewed on the Academy's new YouTube channel [www.youtube.com/EatRightTV](http://www.youtube.com/EatRightTV).

### Home Food Safety

The Academy is at the forefront of helping consumers prepare, eat and store food safely. During FY 2012, the Academy and ConAgra Foods continued their award-winning national program Home Food Safety, educating consumers about the serious health issue of food poisoning in the home and how to reduce the risk with safe food handling procedures. Through information on [www.homefoodsafety.org](http://www.homefoodsafety.org) and an ongoing public awareness campaign, the program reached more than 500 million consumers in FY 2012. The program also began developing the "Is My Food Safe?" app for Apple and Android devices, scheduled to be available in August 2012.

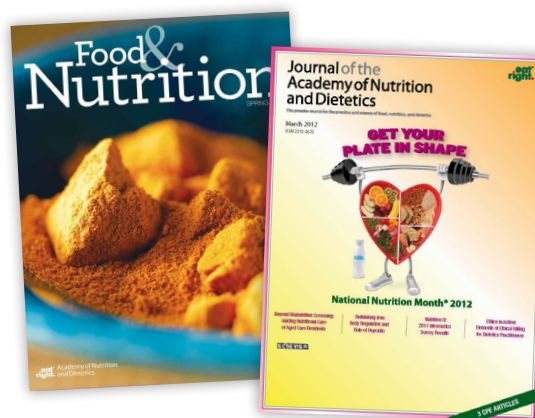


### Books and Resources

From the *Nutrition Care Manual* to consumer titles to patient education handouts and other materials, in print and online, the Academy produces publications that enhance members' practices and inform professionals and the public alike. In keeping with Books and Resources' business plan to provide practice tools at affordable prices and with a reasonable profit, the Academy continued to add pocket guide titles to its professional reference list; added web-based publications; and launched a new iPhone app. New titles for FY 2012 included:

- *Professional Skills Review* website
- *Sports Nutrition Care Manual*
- *Sports Nutrition* 5th edition
- *Pocket Guide to Gluten-Free Strategies* (print)
- *Pocket Guide to Gluten-Free Strategies* (web)

- *Pocket Guide to Children with Special Healthcare Needs* (print)
- *Pocket Guide to Children with Special Healthcare Needs* (web)
- *Inspiring and Supporting Behavior Change*
- *Launching Your Dietetics Career*
- *Match Your Insulin to Your Carbs*
- *Healthy Eating on a Budget* client education downloads
- *Heart-Healthy Eating* client education downloads
- *Kitchen Basics* client education downloads
- *Gluten Detective* app for iPhone
- In addition, the *Nutrition Care Manual* and *Pediatric Nutrition Care Manual* were updated on their respective annual schedules.



### Award-winning Member Publications

The Academy's new member magazine *Food & Nutrition* received prestigious awards in the publishing and communications industry in recognition of excellence in writing and content, design and photography. Awards included:

- Grand APEX Award for Publication Excellence
- Platinum Hermes for Excellence in Design (two awards) from the Association of Marketing and Communication Professionals
- Platinum Hermes for Overall Excellence in Magazines
- Gold Hermes for Writing
- Gold Hermes for Photography.

The monthly *Journal of the American Dietetic Association* changed its name in January 2012 to the *Journal of the Academy of Nutrition and Dietetics*. The *Journal* received awards during the past year that include:

- From the Association of Marketing and Communication Professionals:
  - Platinum Hermes in the Design/Publication Cover category for the November 2011 *Journal* cover

- Gold Hermes in the Strategic Programs category for the May 2011 *Journal* Reprint Supplement on National Restaurant Menu Labeling Legislation
- Gold Hermes in the Peer-Reviewed *Journal* category for the November 2011 *Journal*.
- Three awards from the American Society of Healthcare Publication Editors:
  - Gold Award for Best Special Supplement for the May 2011 *Journal* Reprint Supplement on National Restaurant Menu Labeling Legislation
  - Bronze Award for Best Cover for the November 2011 *Journal*
  - Bronze Award for Best Peer-Reviewed *Journal*.

The 2011 Impact Factor for the *Journal of the Academy of Nutrition and Dietetics* ranks it 16th of 72 journals in the category of Nutrition and Dietetics. The *Journal's* 2011 Impact Factor rose to 3.586 from 3.244 in 2010.



### Evidence Analysis and Research

*As the basis for the dietetics profession, research holds a prominent place among the Academy's strategies. Nutrition research represents the future for dietetics and the Academy, as well as the foundation for members' credibility, recognition and professional value.*

#### Evidence Analysis Library

The Evidence Analysis Library is the Academy's online resource for summarized research and evidence-based nutrition practice guidelines. Since its establishment in 2004, the EAL has been a scientifically sound tool that is valuable for practitioners and researchers alike. It includes pertinent nutrition topics such as diabetes, hypertension, celiac disease, and pediatric and adult weight management.

In the last year, research has been summarized on telenutrition, food safety and umami along with evidence-based guidelines for critical illness and wellness in older adults. There are more than 30 topics on the EAL. While it continually grows in content, the EAL houses analysis of more

than 5,000 research articles, which answer more than 1,000 scientific questions. The content of the library is built through the efforts of expert workgroup members and analysts who have been trained to critically appraise research using the Academy's Evidence Analysis Process.

Additional materials such as evidence-based practice toolkits, educator modules and presentations have been developed using EAL content along with the newest tool, NutriGuides Mobile, an app for smart phones and tablets that allows users to quickly access more than 300 recommendations. Used in more than 200 countries, the EAL is appreciated internationally. Its resources generate revenue to continue the growth of the EAL. The EAL recently reached 15 million pages views and continues to be rated by members (who have free access to the EAL) as one of the top five most valued resources.

#### Dietetics Practice-Based Research Network

The 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 out that research in real-life practice settings. Research continues to be successfully conducted through the DPBRN. Nine registered dietitians and 96 patients have participated in an outcomes study to demonstrate the efficacy of the Academy's Evidence Based Nutrition Practice Guidelines for Type 2 diabetes, scheduled to conclude in November 2012; this project has served as the template for a similar study using the EAL guidelines to improve the care of diabetic patients in India.

Results of a multi-year collaboration between Blue Cross-Blue Shield North Carolina and the Academy's Dietetics Practice Based Research Network were published in *Food and Nutrition Sciences*, demonstrating that increased access to registered dietitians resulted in greater improvements in weight and waist circumference in adult patients.

An application was made to the Patient Centered Outcomes Research Institute for funding from the Affordable Care Act to develop new, high-tech methods for delivering evidence-based practice guidelines, educational materials and self-management tools to RDs, primary care providers and patients.

#### Nutrition Care Process/Standardized Language Committee

This committee guides change management activities to implement the Nutrition Care Process and continues research and development of Standardized Language to capture elements of the Nutrition Care Process.

The *IDNT Reference Manual* (4th ed.) was published with broad input from Academy members and the international NCP

community. Available related products are the *IDNT Pocket Guide*; online *IDNT Reference Manual*, which includes the “ask a question” feature; the new *Nutrition Care Process Public Health Toolkit* and the *Long Term Care, Neonatal, Electronic Health Record* and *Sponsored Independent Learning* toolkits.

These products are designed to assist members with implementation of the Nutrition Care Process, use of the Standardized Language and inclusion of the Standardized Language in electronic health records. Committee members and the new IDNT Advisory Panel and the international NCP community continued work matching IDNT and Diet Order Taxonomy with SNOMED-CT concepts.

### Policy Initiatives and Advocacy



*The Academy remains at the forefront of issues pertaining to nutrition information technology, childhood obesity and hunger, diabetes, insurance exchanges, Centers for Medicare and Medicaid Services coverage and licensure.*

During the past year, the Academy updated and released its new public policy priority areas, providing a strategic roadmap to improve the nation’s health and advance the dietetics profession through research, education and advocacy. In accordance with this plan, the Academy was dedicated to advocating for nutrition programs, services and coverage on local, state and federal levels.

During every Congress, the Academy plays an active role on Capitol Hill, supporting pro-nutrition legislation, developing relationships with members of Congress and collaborating with organizations, industry and agencies. This year, Academy staff advocated for numerous bills, including the Farm Bill, Older Americans Act, Drug Shortage Bill and Prediabetes & MNT Bill. The Academy demonstrated its support for breast feeding, one of the identified priority areas, when staff teamed up with United States Breastfeeding Committee to host a congressional briefing explaining the benefit of mother’s milk.

With the help of the Academy of Nutrition and Dietetics Political Action Committee, the Academy deepened congressional relationships by hosting events for elected officials, such as Sens. Benjamin Cardin (Md.) and Jon Tester (Mont.) and Rep. Sheila Jackson Lee (Texas), and meeting with more than 100 members. Thanks to the generous donations of the Academy’s members, ANDPAC contributed more than \$50,000 to 27 congressional candidates and supported five state affiliate dietetic associations to attend local fundraising events.

The Academy’s voice was amplified through its regulatory affairs efforts by submitting increases in quantity and quality of comments to proposed rules, agency evidence reviews and regulatory initiatives across a broad spectrum. Comments were submitted pertaining to diabetes, food labeling, breast feeding, infant formula, child nutrition, food marketing to children, school meals standards and school vegetable gardens, among others. Academy teams and partners collaborated to positively affect the profession and to persuade policy makers and opinion shapers to support Academy stances on issues related to reimbursement, expansion of medical nutrition therapy, therapeutic diet orders, telehealth, quality measures in long-term care, health care reform and licensure.

The Academy advocated for state issues by working closely with affiliates to develop policy plans, run leadership trainings, expand grassroots initiatives, establish or maintain state licensure and launch the second annual *Take Your Congressperson to Work* Campaign. In conjunction with the Commission on Dietetic Registration, the Academy sponsored the first licensure workshop for affiliate leaders to train their licensure liaisons on critical issues. With the continued rollout of the Affordable Care Act, the Academy worked diligently with states to develop health insurance exchanges.

The Academy’s Policy and Advocacy team held its 17th annual Public Policy Workshop in April. Nearly 400 registered dietitians and dietetic technicians, registered heard riveting presentations from special guests including Agriculture Secretary Tom Vilsack; Rep. Rosa DeLauro (Conn.); Academy President-elect Ethan Bergman, PhD, RD, CD, FADA; and public policy experts, featured members and other registered dietitians. PPW attendees participated in discussions on how to affect legislation on the nutrition needs of the nation’s elderly; food insecurity and agriculture; eliminating vitamin and mineral shortages; childhood obesity and more. Additionally, four members of Congress were recognized for their ongoing support for vital food and nutrition legislation. Sens. Al Franken (Minn.) and Debbie Stabenow (Mich.) and



Reps. DeLauro and Sheila Jackson Lee (Texas) received the 2012 Public Policy Leadership Award.

Members not only received policy and advocacy information at PPW, but also at the Academy's 2011 Food and Nutrition Conference and Expo in San Diego, Calif. The Academy offered a Public Policy Track for attendees interested in learning more about state and federal issues affecting dietetics and the health of Americans. At the annual ANDPAC Power Breakfast, Rep. Laura Richardson (Calif.) spoke about nutrition and health policies, sharing her personal experiences of helping a family member battle with diabetes.

The Academy's advocacy work could not be completed without the help of its members. The Academy assembles committees, workgroups and panels of members to undertake and dissect critical issues and challenges facing American's nutritional health. The Academy's Nutrition Informatics Committee continued to gain momentum in FY 2012 by participating in meetings to finalize regulations for the Electronic Health Records Incentive program. NIC works to assure nutrition inclusion in health IT and to educate members on effective strategies for utilizing informatics to optimize nutrition care.

This year, the Academy's Legislative and Public Policy Committee analyzed important nutrition matters affecting dietetics. Workgroups addressed food and beverage taxes, CMS coverage and antibiotic usage in animal agriculture. Throughout the year, Academy workgroups continued to examine critical nutrition issues affecting the health of the public.

Each state affiliate has its own Public Policy Panel that leads the charge in grassroots efforts. These highly engaged, specialized members are trained annually to tackle critical public policy issues on the state and federal levels. The PPP convenes every month to discuss timely matters, including state insurance exchanges, nutrition coverage and reimbursement, State Legislative Days and advocacy work at PPW. In FY 2012, the Academy expanded the Public Policy Panel to include representatives from the House of Delegates to ensure alignment of the affiliate's and DPG's public policy activities with the Academy's legislative priorities.

Member engagement was as critical as ever helping to amplify the Academy's message by completing Action Alerts for the Farm Bill, the Preventing Diabetes in Medicare Act and School Nutrition Standards. More than 25,000 members petitioned the Obama Administration to urge the Centers for Medicare and Medicaid Services to reconsider its ruling excluding registered dietitians from direct billing for intensive behavioral counseling for obesity.

The Academy's overriding policy viewpoint continued to be: *If dietetics is your profession, then policy should be your passion.*

## Corporate Sponsors



To help achieve the Academy's mission of empowering members to be the nation's food and nutrition leaders, the Academy's sponsorship program works with industry to build awareness of the Academy and its members, to share science-based information and new research with Academy members and to enable the Academy to reach millions of consumers with healthy-eating messages. The Academy recognizes and thanks our corporate sponsors for their generous support of Academy events and programs that occurred within FY 2012.

### ADA Partners

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

### 2011 FNCE Event Sponsors

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

### Premier Sponsors

- CoroWise™ brand
- General Mills
- Kellogg Company
- Mars, Incorporated
- McNeil Nutritionals, LLC
- PepsiCo
- SOYJOY®
- Truvia® natural sweetener
- Unilever

## Operating Review

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



### Board of Directors

*The Academy's Board is responsible for strategic planning, policy development and fiscal management for the Association.*

Activities and accomplishments at the Board level in FY 2012 included:

#### Strategic Priorities

- Updated Strategic Plan for relevance and monitored progress using established measures.
- Developed and implemented action plan to enhance relevance of public health nutrition within the Academy and increase Academy's visibility in the broader public health community.
- Supported efforts to reduce health disparities and strengthen cultural competence of registered dietitians and dietetic technicians, registered.
- Oversaw implementation of Diversity Plan for increasing underrepresented groups in the dietetics profession.
- Addressed competition related to scope of practice and opposition to licensure and continue ongoing monitoring/risk mitigation by supporting and evaluating State Licensure Initiative.
- Trained members and identified ongoing opportunities for members to affect food and nutrition public policies in legislative and regulatory processes at local, state and federal levels.
- Prioritized and implemented public policy priorities for 2012.

- Expanded reimbursement for RD services through CMS National Coverage Determination process in collaboration with the Policy Initiative and Advocacy Group.
- Supported international collaboration on professional uses of Nutrition Care Process, International Dietetics and Nutrition Terminology and research related to optimizing health and quality dietetics practice.
- Supported continued implementation of evidence-based initiatives such as NCP, IDNT, evidence-based nutrition practice guidelines and Dietetic Practice Based Research Network.
- Began implementation of Research Institute and evaluated business implementation plan.
- Launched RD Brand study.
- Strengthened relationships with external organizations, including competitors, to further Academy initiatives.

#### Governance Priorities

- Identified and disseminated organization's name change.
- Fostered diversity in Academy leadership positions.
- Supported Council on Future Practice in overseeing the development/implementation of pilot initiatives identified during the 2011 Future Connections Summit.
- Worked collaboratively with Accreditation Council for Education in Nutrition and Dietetics, Commission on Dietetic Registration, Nutrition and Dietetic Educators and Preceptors dietetic practice group and Education Committee to support implementation of Individualized Supervised Practice Pathways.
- Supported work of Board of Directors Alternative Supervised Practice Workgroup to redefine the RD credential and create new credential(s) to expand diversity, capacity and enhance public image.
- Supported CDR in its work on development of new certification model for the profession.
- Established Differentiation Task Force and developed an action plan to determine Academy's value proposition.
- Supported current workgroup activities.

#### Operational Priorities

- Updated organizational unit business plans and evaluated outcomes.
- Continued evaluation of services and programs.
- Reviewed progress of the Online Revenue Generation Project.
- Captured all relevant URLs and credentials to secure the Academy's market position.
- Reviewed meeting sites and locations to maximize revenue.



## 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 Accreditation Council for Education in Nutrition and Dietetics, 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 Academy position papers.*



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

- Promoted information and participation in specific mega issues activities:
  - Associate Category: In June 2011, the Associate Category Implementation Plan and Update report was provided to the House by the Member Value Committee.
  - Nutrition Informatics: Delegates were reminded of the nutrition informatics resources available to Academy members on [www.eatright.org](http://www.eatright.org). The new Academy Online Nutrition Informatics Community was announced to delegates via posting to the HOD Communications Platform in August 2011.
- During the Fall 2011 HOD meeting, delegates addressed mega issue related to licensure for the RD. Delegates were also asked to support ANDPAC with a goal of 100 percent of delegates.
- A presentation on Individualized Supervised Practice Pathways was made to HOD during the Fall 2011 meeting for communicating to members a potential solution to the shortage of internships. Also, the session was designed to obtain support for the development of independent supervised practice routes to registration by members. Additional follow-up on ISPPs and promotion for preceptor recruitment occurred throughout the year.
- Supported work of Diversity Committee by attending the Diversity Reception. The Diversity Committee reported on its efforts to HOD at the Fall 2011 Meeting, along with

introducing four new Diversity Leaders.

- Supported Council on Future Practice by conducting an educational session on the Future Connections Summit during the Fall 2011 HOD meeting. The *Final Report to ADA Organizational Units: 2011 Future Connections-Summit on Dietetic Practice, Credentialing and Education* was made available to delegates.
- During the Spring 2012 virtual meeting, delegates learned more about the Council on Future Practice's *Dietetics Career Development Guide* and how to encourage members to utilize this tool. Meeting participants also dialogued on the importance of advanced practice in the dietetics profession.
- HOD continued to implement dietetic practice group delegates. There were a total of 22 DPG delegates in the House in FY 2012 and all 28 of the Academy's dietetic practice groups were scheduled to have delegates in the House by June 1, 2012.

## Position and Practice Papers

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

During FY 2012, the Academy published the following papers:

### Position papers

- Nutrition Intervention in the Treatment of Eating Disorders (August 2011)
- The Use of Nutritive and Nonnutritive Sweeteners (May 2012)

### Practice papers

- Nutrition Intervention in the Treatment of Eating Disorders (August 2011)
- Communicating Accurate Food and Nutrition Information (May 2012)

## Academy of Nutrition and Dietetics Foundation

*In January 2012, the ADA Foundation changed its name to the Academy of Nutrition and Dietetics Foundation. The Foundation was established in 1966 as a 501(c) 3 charity and is the Academy's philanthropic arm. It is the only charitable organization devoted exclusively to nutrition and dietetics. The Foundation's vision is We All Eat Right. Focusing on four key initiatives – scholarships, awards, food and nutrition research and public education related to Kids Eat Right – the Foundation is dedicated to advancing public health and nutrition utilizing the expertise of registered dietitians.*

### *Strategic Objectives*

The immediate focus of the Foundation is to invest in childhood obesity prevention and reduction initiatives and simultaneously increase annual fundraising support. The long-term goal is to build the Foundation's capacity to meet emerging public health and nutrition needs.

### *Scholarships*

The Foundation serves as the largest provider of dietetics scholarships to assist dietetics students at all levels as they pursue their goal of a career in food and nutrition. This past year, the Foundation awarded \$515,000 to 342 dietetics students.

### *Awards*

The Foundation provides funding to registered dietitians to further their careers through its awards program. In addition, the Foundation recognizes the outstanding achievements of Academy members in the area of food and nutrition. The Foundation made more than \$330,000 available in the form of public education grants, recognition and leadership awards, honorariums and education stipends to Academy members.

### *Research*

Funding research elevates the registered dietitian's profile to the public by continuing to position the Academy and its members as the nutrition experts. Up to \$175,000 is made available annually through the Foundation's research efforts. This includes a \$35,000 grant awarded to a member conducting research related to childhood obesity. Funds raised for research, especially those related to childhood obesity have a direct impact on consumers by providing them with the most relevant and accurate food and nutrition information. Support of the Foundation's research initiatives is crucial to the continued funding of valuable Academy member resources such as the Evidence Analysis Library and the Dietetics Practice Based Research Network. The Foundation provides seed money to Academy members to conduct pilot studies and collect initial data that can be used to secure additional grants.



The Academy and the Academy Foundation 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 that affects so many children. In two years, more than 3,100 Academy members have joined Kids Eat Right at [www.kidseatright.org/volunteer](http://www.kidseatright.org/volunteer) as Campaign Members and created action plans that support this initiative, including involvement in schools, community outreach, worksite wellness, media action and influencing policy makers. New member resources, member grants and innovative programs are available to Kids Eat Right members that help them educate and empower parents and children to make better food choices and meet their total nutrient requirements.

To help busy families shop smart, cook healthy and eat right, a robust, user-friendly website for the public, [www.kidseatright.org](http://www.kidseatright.org), was created at the launch of Kids Eat Right. This website contains tips, articles, recipes and videos, contributed by registered dietitians and has received more than 1.5 million page views. 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 Academy Foundation with gifts of \$10,000 or more from June 1, 2011, through May 31, 2012:**

Abbott Nutrition

Ajinomoto USA Inc

Alliance for Potato Research and Education

ARAMARK

Frances Ballentine

The Coca-Cola Company  
 Colgate Palmolive Company  
 Commission on Dietetic Registration  
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 Estate of Velma Richardson  
 SOYJOY®  
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 Weight Management DPG  
 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 86,000 registered dietitians and more than 4,700 dietetic technicians, registered who have met CDR standards to enter and continue in dietetics practice. CDR's entry-level registration examinations and its Board Certified Specialist in Renal Nutrition specialist certification 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 more than 2,000 Board Certified Specialists.

In addition to administering examinations and recertification for these programs, in FY 2012 the Commission on Dietetic Registration:

- Administered a prior approval process for continuing professional education program providers. More than 4,500 programs were reviewed and approved.
- Administered a program provider accreditation process for continuing professional education program providers. There are 205 accredited providers.
- Created mobile applications for learning plan and learning activity log update and submission.
- 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.
- Transitioned the specialist certification application process to an online process.
- 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 16,000 members and credentialed practitioners have participated in these programs.



- Transitioned weight management certificate program pre- and onsite materials to online delivery.
- Initiated an Advanced Practice in Clinical Nutrition Practice Audit.
- Established scholarship/grant funds to be administered by the Academy Foundation: \$200,000 for interactive technology based simulation grant(s); \$100,000 for leadership scholarship(s); \$100,000 for grassroots marketing grants, \$100,000 for doctoral scholarships; and \$100,000 for diversity scholarships.
- Established a \$250,000 fund within the Academy Foundation to support establishment of advanced practice residency programs across the spectrum of dietetics practice.
- Developed and administered three item writing webinars targeted to educators.



### **Accreditation Council for Education in Nutrition and Dietetics**

*The Accreditation Council for Education in Nutrition and Dietetics serves the American public and the Academy's 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.*

To accompany the American Dietetic Association's January 2012 name change to the Academy of Nutrition and Dietetics, the Commission on Accreditation for Dietetics Education changed its name to the Accreditation Council for Education in Nutrition and Dietetics. The new name and acronym (pronounced "ascend") communicate the fundamental relationship between nutrition and dietetics and reflect ACEND's ongoing desire to improve the quality of education and the accreditation system.

ACEND's scope of accreditation and its participation as a Title IV gatekeeper recognized by the U.S. Department of

Education remains unchanged. ACEND's 2012 accreditation standards and requirements for its name change were scheduled to go into effect June 1, 2012.

As announced earlier in the year, all programs must now meet the 2012 accreditation standards to assure that students are being prepared to pass the current version of CDR's registration exam. ACEND accredits baccalaureate- and graduate-level dietetics programs, post-baccalaureate dietetic internships and associate degree dietetic technician programs. As of May 31, 568 programs were 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 2010-2011 academic year rose from 22,203 to 23,241, a 4.7 percent increase over the previous year.

### ***Individualized Supervised Practice Pathway (ISPP) Update***

In April 2012, 17 programs including one coordinated program (CP), nine internships (DI) and seven didactic programs (DPD) offered ISPPs. The programs intended to accommodate 34 to 36 DPD graduates, seven to 12 doctoral students and 47 to 54 of either type of student, for a total increased capacity of 88 to 102 students. In addition to increases reported by programs, some students are located preceptors before being accepted into a program, so capacity growth may be higher than current data suggest. A high percentage of potential ISPP students contacting ACEND hold doctorates; they include physicians wishing to become registered dietitians.

### ***Availability of Supervised Practice Sites***

Data from the April 2011 internship match gave reason for optimism, because the number of internships positions had increased by 5 percent while demand for internship positions rose by just 2 percent, resulting in an overall match rate of 52 percent. Although April 2012 statistics showed internship positions increased again by 5 percent (or 110 programs), that gain was erased by an 8 percent increase in demand, bringing the overall match rate down to 50 percent. ACEND's efforts to increase capacity are clearly having an impact; however, a long-term solution cannot be achieved without also addressing the demand for sites.

### ***APR Guidelines Released***

ACEND announced the release of new guidelines for establishing advanced-practice residency programs across the spectrum of dietetics practice. The goal of developing the residencies is to foster advanced practice and to provide a career ladder for registered dietitians as outlined by the *Career Development Guide* developed by the Council on Future Practice. More information will be forthcoming

on grant-funding support opportunities for institutions interested in starting residency programs.

#### ***Online Information Portal for Program Directors***

ACEND staff finalized a database on behalf of the Academy's Education Committee for sharing case studies and other education resources among program directors. ACEND covered the cost of building the database, which is being housed in a portal that is open to all units and committees within the Academy wishing to sponsor discussion communities on topics of interest to program directors. ACEND will provide all program directors with access to discussion communities to support them in meeting important education initiatives and accreditation requirements.

#### **Member Organizations within the Academy**

The Academy offers its members many opportunities to interact and network with those who share geographic, dietetics practice or other areas of common interests and issues.

#### ***Affiliate Dietetic Associations***

All Academy members receive automatic membership in the affiliate dietetic association of their choice, making affiliates a powerful benefit of Academy membership. There are 50 state dietetic associations, plus the District of Columbia, Puerto Rico and the American Overseas Dietetic Association, all affiliated with the Academy. Affiliates provide further networking, education and leadership opportunities to Academy members and enable members to build lasting collaborations and relationships close to home. At the end of FY 2012, 24 affiliates had changed their names to be in alignment with the name change of the Academy.

#### ***Dietetic Practice Groups***

The Academy 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. The Academy's 28 dietetic practice groups create opportunities for members to excel and grow through professional development, networking opportunities, leadership development and specialization. In FY 2012, membership in DPGs exceeded 63,740, reflecting continued growth and stable membership over the last several years.

#### ***Member Interest Groups***

Member interest groups provide a means for Academy 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 2012, seven MIGs were available to the Academy 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 2,600; two new MIGs were approved to begin in FY 2013 – the Jewish Member Interest Group and Thirty and Under in Dietetics and Nutrition.



## Financial Statements for Year Ending May 31, 2012

The Consolidated Academy of Nutrition and Dietetics – which includes the Commission on Dietetic Registration, Dietetic Practice Groups and Member Interest Groups, Accreditation Council for Education in Nutrition and Dietetics, Academy of Nutrition and Dietetics Political Action Committee and the Academy of Nutrition and Dietetics Foundation – ended the fiscal year with a small loss of \$12,000. The year was essentially break-even. Investment earnings were modest, but aided in making this a successful year financially.

The Foundation's success continued in Fiscal Year 2012, with revenues in excess of \$3.3 million. Foundation investment earnings were \$62,500, resulting in total funding for the year that exceeded \$3.4 million. The Foundation's net assets at the end of the year were \$18.4 million. These funds continue to provide the necessary resources for the Foundation's support of the scholarship program, awards, research and the dietetics profession as a whole.

The Council on Dietetic Registration, Dietetic Practice Groups, Member Interest Groups, Accreditation Council for Education in Nutrition and the Academy of Nutrition and Dietetics Political Action Committee continued their unique support to the dietetics profession even though their financials reflected a small combined deficit.

Despite a lackluster economy, FY 2012 revenue for the Academy was very consistent with 2011, at just over \$22 million. Overall FY 2012 expenses at \$22.6 million were slightly lower than FY 2011. The investments were modest but did add more than \$132,000 to the bottom line.

The FY 2013 budget has been developed to focus on investing in new programs and services to support the profession while cautiously monitoring the economy. As always, staff and leadership monitor the financial results and make adjustments in the short term that will not impact long-term value.

Looking forward, the budget for Fiscal Year 2014 will be compiled using a similar approach. The economy remains a concern. The Board of Directors continues to look to the future and will make necessary investments to promote the dietetics profession and the Academy members to be the nation's food and nutrition leaders.



# Academy of Nutrition and Dietetics Financial Statements

## Academy of Nutrition and Dietetics Statement of Financial Position (Excluding Foundation) at May 31

	2011	2012
<b>Assets</b>		
Cash and cash equivalents	\$8,735,688	\$8,540,612
Investments	29,548,147	28,300,650
Interest receivable	122,863	125,379
Accounts receivable	1,509,653	1,483,526
Prepaid expenses	1,111,947	1,377,970
Inventories	737,705	823,643
	41,776,003	40,651,780
Property and equipment net	3,402,501	3,429,743
Other assets	1,083	-
	<u>\$45,169,587</u>	<u>\$44,081,523</u>
<b>Liabilities and net assets</b>		
Liabilities		
Accounts payable	\$1,838,268	\$453,751
Accrued liabilities	1,613,212	1,999,729
Inter-organizational balances	611,136	595,235
Due to state associations	2,381,701	2,588,705
	6,444,317	5,637,420
<b>Deferred revenue</b>		
Membership dues	6,854,668	7,118,309
Registration fees	2,755,755	2,751,025
Subscriptions	1,885,580	2,135,046
Annual meeting	1,354,135	1,402,008
Other	2,568,819	2,502,274
	15,418,957	15,908,662
Deferred compensation	780,236	684,699
Deferred rent liability	3,225,771	2,995,830
	4,006,007	3,680,529
	<u>25,869,281</u>	<u>25,226,611</u>
<b>Net assets</b>		
Unrestricted		
Association operations	5,516,085	5,127,390
Commission on Dietetic Registration	8,146,372	7,834,189
Dietetic Practice Groups and Member Interest Groups	5,424,891	5,570,711
Accreditation Council for Education in Nutrition and Dietetics	9,007	73,326
ANDPAC	203,951	249,296
	19,300,306	18,854,912
	<u>\$45,169,587</u>	<u>44,081,523</u>

**Academy of Nutrition and Dietetics**  
**(Excluding Foundation) Statement of Activities Year Ended May 31, 2012**

	<b>Total</b>	<b>Academy</b>	<b>Related Academy Organizations*</b>
<b>Revenues</b>			
Membership Dues—net	\$11,346,493	\$9,591,225	\$1,755,268
Registration and Examination Fees	5,778,259	-	5,778,259
Member Contributions	126,554	-	126,554
Programs and Meetings	4,642,816	4,103,190	539,626
Publications and Materials	3,417,918	3,028,954	388,964
Subscriptions	1,590,814	1,589,882	932
Advertising	256,059	157,875	98,184
Sponsorships	2,079,751	2,035,951	43,800
Grants	1,899,499	548,537	1,350,962
Education Program	1,686,365	-	1,686,365
Other	1,139,914	1,059,450	80,464
	33,964,432	22,115,064	11,849,368
<b>Expenses</b>			
Personnel	13,495,131	11,386,091	2,109,040
Publications	2,523,342	2,318,342	205,000
Travel	2,935,046	1,234,071	1,700,975
Professional Fees	2,830,701	1,295,627	1,535,074
Postage and Mailing Service	1,003,234	547,501	455,733
Office Supplies and Equipment	303,569	231,251	72,318
Rent and Utilities	1,376,025	1,171,145	204,880
Telephone and Communications	262,756	169,744	93,012
Commissions	36,455	16,055	20,400
Computer Expenses	509,259	467,702	41,557
Advertising and Promotion	130,854	100,786	30,068
Insurance	219,684	94,284	125,400
Depreciation	1,002,196	817,626	184,570
Bank and Trust Fees	722,554	570,394	152,160
Other	1,219,984	(238,644)	1,458,628
Donations to the Foundation	334,660	-	334,660
Examination Administration	1,057,301	-	1,057,301
Meeting Services	3,440,438	1,910,820	1,529,618
Legal and Audit	276,836	245,050	31,786
Printing	810,612	297,924	512,688
	34,490,637	22,635,769	11,854,868
<b>Increase (decrease) in net assets</b>			
From operating activities	(526,205)	(520,705)	(5,500)
<b>Investment returns</b>			
Balance in excess of amount designated for current operations	80,811	132,010	(51,199)
<b>Increase (decrease) in net assets</b>			
	(445,394)	(388,695)	(56,699)
<b>Net assets</b>			
Beginning of year	19,300,306	5,516,085	13,784,221
End of year	18,854,912	5,127,390	13,727,522

\*Includes CDR, DPG/MIG, ACEND and ANDPAC

**Academy of Nutrition and Dietetics Foundation**  
**Statement of Financial Position at May 31**

<b>Assets</b>	<b>2011</b>	<b>2012</b>
Cash and cash equivalents	\$1,970,209	\$3,169,481
Investments	14,963,832	14,285,781
Interest receivable	62,494	63,604
Accounts receivable	267,394	217,371
Prepaid expenses	2,999	8,021
Inter-organizational balances	611,136	595,235
	17,878,064	18,339,493
Property and equipment, net	43,716	66,813
Other assets	72,988	79,002
	\$17,994,768	\$18,485,308
<b>Liabilities and net assets</b>		
Liabilities		
Accrued liabilities	\$12,620	\$70,000
	12,620	\$ 70,000
<b>Net assets</b>		
Unrestricted	4,539,601	4,610,354
Temporarily restricted	5,888,283	6,083,283
Permanently restricted	7,554,264	7,721,671
	17,982,148	18,415,308
	\$17,994,768	18,485,308



**Academy of Nutrition and Dietetics Foundation**  
**Statement of Activities Year Ended May 31, 2012**

	<b>Unrestricted</b>	<b>Temporarily Restricted</b>	<b>Permanently Restricted</b>	<b>Total</b>
<b>Revenues</b>				
Grants and Donations	-	\$1,092,575	-	\$1,092,575
Member Contributions	251,392	298,432	147,896	697,720
Corporate Contributions	178,488	684,930	19,511	882,929
Sponsorships	107,316	592,300	-	699,616
Release from Restrictions	2,553,083	(2,553,083)	-	-
Total Foundation Revenues	3,090,279	115,154	167,407	3,372,840
<b>Expenses</b>				
Personnel	674,895	-	-	674,895
Travel	152,913	-	-	152,913
Professional Fees	855,173	-	-	855,173
Postage and Mailing Service	17,282	-	-	17,282
Office Supplies and Equipment	7,557	-	-	7,557
Rent and Utilities	78,980	-	-	78,980
Telephone and Communications	18,886	-	-	18,886
Insurance	14,544	-	-	14,544
Depreciation	13,237	-	-	13,237
Other	154,305	-	-	154,305
Meeting Services	212,016	-	-	212,016
Legal and Audit	10,358	-	-	10,358
Printing	32,486	-	-	32,486
Scholarships and Awards	759,633	-	-	759,633
Total Foundation Expenses	3,002,265	-	-	3,002,265
<b>Increase in net assets from operating activities</b>	88,014	115,154	167,407	370,575
<b>Investment Returns</b>				
balance in excess of amount designated for current operations and additions to principal	11,934	50,651	-	62,585
<b>Increase in net assets</b>	99,948	165,805	167,407	433,160
<b>Net Assets</b>				
Beginning of Year	4,510,406	5,917,478	7,554,264	17,982,148
End of Year	\$4,610,354	\$6,083,283	\$7,721,671	\$18,415,308