

**CEO'S REPORT
BOARD OF DIRECTORS MEETING
SEPTEMBER 24, 2021**

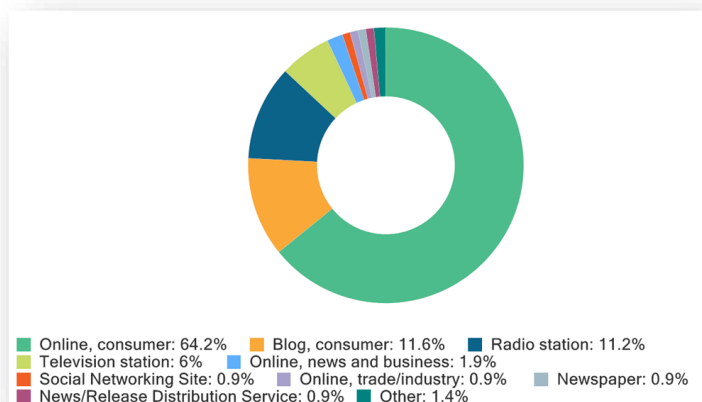
**eat
right.** Academy of Nutrition
and Dietetics

The following are activity highlights since our May meeting.

Academy Wins Awards for Crisis Communications, Digital Marketing and Information, Social Media

The Academy was named a winner of a Ragan Crisis Communications Award, recognizing “engaging, effective and powerful campaigns and content” during 2020. The Academy won in the COVID-19 Campaign Nonprofit Organization category for the [Nutrition Resource Center](#) that offers consumer-facing resources in Arabic, English, Hindi and Spanish and the [Coronavirus COVID-19 Professional Resource Hub](#) that supports food and nutrition practitioners throughout the pandemic. The Academy also was named a winner in PR Daily’s 2021 Digital Marketing and Social Media Awards in the Health Care Marketing Campaign category. The winning entry highlighted the [Coronavirus COVID-19 Professional Resource Hub](#) for nutrition and dietetics practitioners. It also featured the Coronavirus (COVID-19) Nutrition Resource Center. The Nutrition Care Manual Suite promotional video was named a dotComm Gold Winner. The dotComm Award is an international competition honoring excellence in web creativity and digital communication.

Double the Media Coverage: August 2021 Kids Eat Right Month



Kids Eat Right Month received more than twice as much news media coverage than 2020, with a reach of nearly 76 million – up from 32 million last year.

Key Academy Engagements and Collaborations

- Collaborated with leaders of the National Baptist Convention USA on a strategic partnership aimed at reducing health disparities for African Americans. The partnership focuses on aligning nutrition security and ministry outreach, planned to launch during NBC’s convening of faith leaders later this month. The joint initiative consists of developing print and media resources that can be used in faith-based health ministries on issues such as diabetes, obesity, high blood pressure, heart disease, stroke, eating on a budget and living with kidney disease. NBCUSA member churches will be encouraged to use the resources by incorporating them into new and existing programs and services including sermons focused on biblical connections to food and nutrition.
- Participated in a panel for the Center for Telehealth and e-Health Law session on “Leveraging Nutrition Services to Support Patient Outcomes in Value-Based Systems.”

- Participated as a *MyPlate* National Strategic Partner on the USDA’s Center for Nutrition Policy and Promotion call to strengthen consumer messaging and advance overarching themes of health equity, budget consciousness and nutrient density. Another meeting was hosted with the *MyPlate* National Strategic Partners and included a brief overview of the 2021 Thrifty Food Plan. A follow-up call is scheduled for November, and it will address the same three overarching themes with a focus on holiday *MyPlate* messaging.
- Partnered with [Urban Transformation Network’s](#) Juneteenth event in Chicago that was attended by more than 400 people. Dottie Blanchard, a member of the Academy representing the Illinois Academy of Nutrition and Dietetics, provided a cooking demonstration and distributed information about healthful eating.
- Participated in a workforce diversity initiative with the National Association for Equal Opportunity in Higher Education, the umbrella organization for Historically Black Colleges and Universities.
- Hosted a Licensure Affinity Group meeting with a discussion of post-pandemic telehealth practice.
- Joined 108 national provider groups and organizations in a July 23 [letter](#) to Congress requesting relief from pending cuts to Medicare provider payment rates.
- Attended meetings with the Centers for Medicare and Medicaid Services as a co-chair of the Obesity Care Advocacy Network to discuss the need for Medicare to expand the intensive behavioral therapy for obesity benefit to allow a larger list of qualified providers, including RDNs to bill for this service and cover FDA-approved anti-obesity medications.
- Hosted a webinar for policy leaders titled “Welcome to the Club: Academy Policy Leader Position Orientation” to kick off FY22.
- Met with National WIC Association to discuss next steps for a photo campaign that launched after Labor Day to raise awareness on importance of Cash Value Benefit.
- Sent letters to the Senate Finance Committee and House Energy and Commerce and Ways and Means Committees, joining 46 national organizations to back the Medical Nutrition Therapy Act of 2021 and request support for the bill from members of the committees. The MNT Act expands Medicare Part B coverage of MNT to include a wide range of chronic diseases and conditions.
- Met with USAID Advancing Nutrition Director for Measurement to explore potential research collaborations. Collaborating with this group could advance our strategic plan by addressing malnutrition globally; it is the primary contracting organization for USAID.
- Met with Maya Health Alliance and Nutri Listo to discuss a potential study on lipid supplements in Guatemala for 2023 and advance our strategic plan goal on treating malnutrition.
- Participated on the Agency for Healthcare Research and Quality Technical Expert Panel on Malnutrition Measures to provide technical input, recommendations and guidance on the creation of a malnutrition-related quality measure. The purpose of the measure is to assign accountability for the prevention of malnutrition in hospitalized adults, with an emphasis on the needs of older frail adults. A report will be released in the fall.
- Working with the international medical terminology organization SNOMED to ensure the NCP terminology is available within electronic medical records for RDNs’ use globally. The Academy joins organizations such as the American Dental Association, American Medical Association, European Renal Dialysis Association and International Council of Nurses at this prestigious level.

SUBMITTED BY: Patricia M. Babjak