

Building a Sustainable Organization

Annual Report

2022-2023

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& CEO

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A joint letter from Leslie Beck, Chair of the Board of Directors, Dietitians of Canada (DC) and JP Cody-Cox, DC's CEO

My time as Board Chair of DC has been a very fulfilling and rewarding experience. I am proud of the work the Board has undertaken during my tenure as Chair. This past year in particular has been one of exciting and positive change. I firmly believe that the ongoing work the Board is involved in, with the assistance of DC's CEO, has put DC on a path to become a stronger organization, one that will be a dedicated advocate for the interests of our dietetic community.



A handwritten signature in black ink, appearing to read 'L Beck'.

Leslie Beck, RD

Board Chair, Dietitians of Canada

As Leslie has indicated, this has been a time of exciting and positive change. Looking ahead we have a lot to do – we will be making investments in areas that you have outlined as priorities including advocacy, professional practice and better member and volunteer user experiences through improved technology systems. I look forward to working with the Board, our community and leading the DC team as we begin this transformative phase of the organization.



A handwritten signature in black ink, appearing to read 'JP Cody-Cox'.

JP Cody-Cox

CEO, Dietitians of Canada

Thank you to everyone for supporting DC over the last few turbulent years. You are the life blood of this organization, you are why we do what we do. This past year has been an exciting one for DC as we welcomed a new CEO, our first non-dietitian association executive, in late September 2022. The Board, together with the CEO, has taken time over the past six months to identify the critical work that is needed to achieve our collective goal of building a strong future for Dietitians of Canada.

Our work, which is rooted in values of collaboration, consultation and forward-thinking leadership, will allow the Board and the CEO to determine what DC needs to be as an association in order to serve our members and Canadians and, at the same time, strengthen the dietetic profession.

We have heard your desire for DC to solidify its role as leader of the profession. The organization is very focused on building its advocacy capabilities, capacity and direction. The time is now to continue to build on DC's established priorities and its relationships with government. Whether its access to dietitians, student loan forgiveness or dietitian

coverage in health insurance plans, we will continue to work to ensure that the direction set in the strategic plan is one that educates governments and funders about the value dietitians bring as a critical, affordable and impactful drivers of health care outcomes in all settings.

With plans to invest in DC's technology infrastructure to improve member experience, to work with our lead volunteers to strengthen DC Networks and to provide better governance structures to ensure meaningful opportunities for member engagement, we are confident that DC will be the leader and voice of the dietetic community.

None of this work is possible without you. It is DC's volunteers – the people who show up to meetings, webinars and AGMs during work hours, after hours and on weekends – who drive the association forward. DC's strength comes from its numbers and working together. We will continue to work on the issues that matter to you – projects that will help build a strong future for the dietetic profession in this country.

Over 80 years ago, the forerunners of dietetics founded this association and set the stage for making a difference in the lives of Canadians. As practicing dietitians, dietetic students and volunteers, let's embrace that ambition, challenge the status quo and dig into the hard work that lies ahead that will set the stage for the further growth and evolution of our profession.



Leslie Beck, RD

Board Chair, Dietitians of Canada



JP Cody-Cox

CEO, Dietitians of Canada

Board of Directors

LESLIE BECK

Chair
Toronto, ON

ADAORA OGUINE

Chair-Elect
Woodbridge, ON

EMILY ZAMORA

British Columbia
Region
Vancouver, BC

DEBRA MCLENNAN

Alberta and the
Territories Region
St. Albert, AB

KERRI CUTHBERT

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Saskatchewan
Region
Winnipeg, MB

JULIE CAVALIERE

Northwest and
Central Ontario
Region
Barrie, ON

**GENEVIÈVE
GRENIER**

Québec and
Northeast Ontario
Region
Gatineau, QC

LYNN BLACKWOOD

Atlantic Region
Happy Valley-Goose
Bay, NL

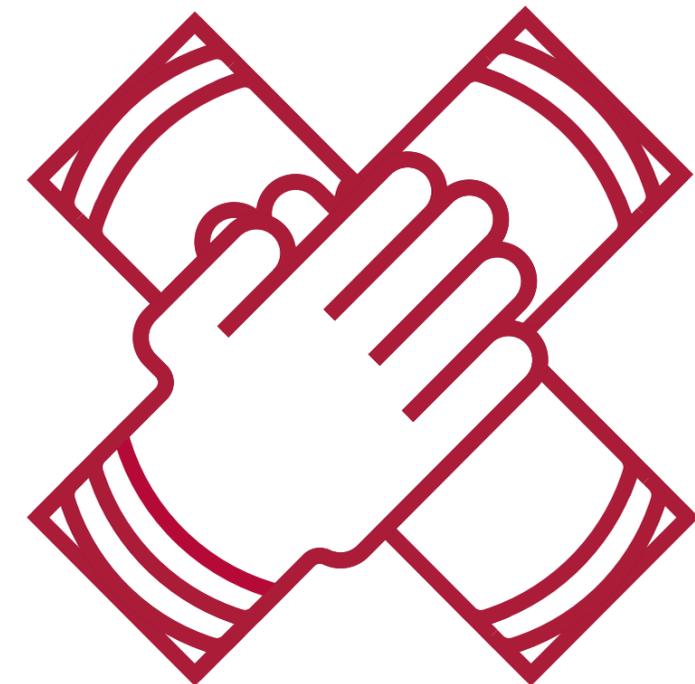
MADELINE GILFIX

Students and New
Professionals
Kenora, ON

We welcome your ideas! Reach out to the Board at any time at board@dietitians.ca

Community

**Building a Diverse and Inclusive
Member Community**



Our journey towards building a diverse and inclusive community has been one of learning, collaboration, and growth.

We remain steadfast in our commitment to fostering an environment where every voice is valued, and every member is empowered to contribute to the vibrant tapestry of DC. Our focus this year has been committed to creating a space where every voice is heard and respected, and where our members can access resources that amplify a variety of perspectives.

Advancing the EDI Roadmap

As the organization transitioned CEOs, the DC Board of Directors brought back HRx to help implement the EDI Roadmap which includes four phases:



In 2023/24, DC will move into the Governance and Accountability phase which focuses the organization on establishing a clear and improved governance structure to achieve its EDI vision and goals in a realistic and timely manner. This structure will support and empower board members, DC members and employees to be involved and provide meaningful feedback,

especially with regards to their lived experience. The DC Board of Directors has also finalized the EDI Commitment Statement and is setting up processes to introduce an EDI Advisory Committee, which will report directly to the Board of Directors as well as run ongoing learning opportunities for members, staff, and volunteers.



Continuing Membership Growth

The growth in our membership demonstrates the increasing enthusiasm for our mission and our ambition to represent the diversity of professionals who make up the dietetic profession. Over the past year, we welcomed 560 new members, primarily in first year membership and student membership categories.

Our members hail from all corners of Canada, with the majority residing in Ontario, followed by British Columbia, Quebec, and Alberta. While English remains the primary mode of communication for 94% of our members, it is heartening to note that 21% are proficient in both English and French, fostering bilingualism and enhancing cross-cultural dialogues.

Diabetes management, weight management, seniors' health, digestion, and gastrointestinal nutrition continue to make up the most common cited areas of our community's expertise. This shared commitment to addressing pressing health concerns underscores our dedication to enhancing the well-being of Canadians from all walks of life.

MEMBERSHIP HIGHLIGHTS

MEMBERS

(as of June 30, 2022)

4,798 

MEMBERS PROFICIENT IN BOTH ENGLISH AND FRENCH

21% 



DC Networks: Celebrating Indigenous Wisdom and Advocacy

The DC Networks continue to represent communities of members who engage in advocacy and education activities on areas of professional interest. Some highlights from the past year include the following:

- DC collaborated with Deyowindron't (Teri) Morrow, Cayuga Nation of Six Nations of the Grand River and Chair of the Indigenous Nutrition Knowledge Information Network (IN-KIN), and Indigenous dietitian Melissa Payne to create a platform on June 21, 2022, for our members to actively listen to Indigenous voices. IN-KIN also organized a thought-provoking webinar in December that delved into the topic of Elevating Indigenous Food Systems with Indigenous Dietitian Perspectives, enlightening our members on the importance of recognizing and integrating Indigenous perspectives into dietetic practices.
- The Gerontology Network created Recommended National Standards for

Long-term Care, and hosted a webinar in February 2023 that empowered members to use these standards and provided them with tools to advocate for improved quality of long-term care.

- Networks organized events focused on cultural humility and how dietitians can provide more equitable and inclusive practices. From trauma-informed care to working with transgender and gender diverse individuals, counseling plant-based diets with a focus on Punjabi culture, and understanding the Canadian social safety net, these initiatives aimed to ensure that our members approach their practice with equity and inclusivity at the forefront.

DC NETWORK HIGHLIGHTS

ACTIVE MEMBER NETWORKS

18 

NETWORK WEBINARS HELD

33 

WEBINAR ATTENDEES

750+ 

MEMBERS THAT BELONG TO AT LEAST ONE NETWORK

50% 

Voice

Being the National Voice of Dietitians



Our commitment to being the national voice of dietitians is at the heart of our mission, dedicated to transforming lives and fostering a healthier future for all Canadians.

Through strategic initiatives and collaborative efforts such as Nutrition Month and advocacy endeavours, we continued to empower our members, advocate for change, and amplify the impact of dietitians across the country.

Nutrition Month: Amplifying the Potential of Food

Nutrition Month continued to serve as a platform for dietitians to amplify our message and engage with the broader community. With the generous support of our sponsors, Dairy Farmers of Canada, Danone Canada, and Activia, we were able to enhance the impact of this initiative. The theme for Nutrition Month 2023, “Unlock the Potential of Food,” resonated with our members and the public alike, encouraging a deeper understanding of the transformative power of nutrition on our health and wellbeing.

Highlights included the following:

- On March 15, 2023, we celebrated Dietitians Day, an initiative that not only raised the profile of dietitians but also attracted potential professionals to our dynamic field. This day was a testament to the vital role dietitians play in fostering healthier communities and individuals, and asked Canadians to acknowledge a dietitian friend via email, blog, or social media using #DietitiansDay.
- The public facing website saw over 628,000 page views over the month, continuing to provide evidence-based nutrition information and resources for the public.
- Nutrition month resources made available included a planning guide, client handouts, and social media toolkits, generating 1,690 page views.

NUTRITION MONTH HIGHLIGHTS

TOTAL MEDIA EXPOSURE

6.61k 

PAGE VIEWS ACROSS DIETITIANS.CA, UNLOCKFOOD.CA, AND COOKSPIRATION.COM

842k 

FIND A DIETITIAN PAGE VISITS

13k 



Advocacy: Shaping Policy and Practice

We are rebuilding our focus on advocacy and continually strive to shape policies that positively impact the health and well-being of Canadians through collaboration with governmental bodies, impactful advocacy initiatives, and insightful webinars. Over the past year, advocacy activities were focused on federal health initiatives, long-term care, and public resources and education.



In December 2022, we addressed the Federal Minister, emphasizing the indispensable role dietitians play in the development and implementation of the pan-Canadian school food policy. Our letter illuminated the critical intersections between proper nutrition, food insecurity, and the learning experiences of Canadian students, and underscored the critical role dietitians play in providing evidence-based nutritional considerations to inform policies that impact our nation's youth. [Read the letter here.](#)

Additionally, in May 2022, we collaborated with Health Canada in a consultation to apply Canada's Dietary Guidelines Resource, ensuring that the perspectives of dietitians were integrated into this vital resource for the public. Through in-depth discussions and data-driven insights, we contributed to refining the guidelines to be more practical, relevant, and effective

in promoting optimal health for Canadians.

DC is one of 40 health association partners of HEAL (Organizations for Health Action) who work together on federal advocacy issues, whose current priority issues include:

- **HHR (Health Human Resources):** The COVID crisis exposed the fragility of the human resource side of the Canadian Health System. HEAL is calling on the federal and provincial governments to address short and long-term recruitment and retention issues.
- **National Licensure:** A small working group is exploring the potential for moving the Canadian system towards National Licensure. The work is in early / internal exploratory stages.

As one of a dozen health associations who share a common trait of being covered under private health benefits, DC's CEO is part of the Extended Healthcare Professionals Coalition (EHPC) management team. Some of EHPC's priority issues include:

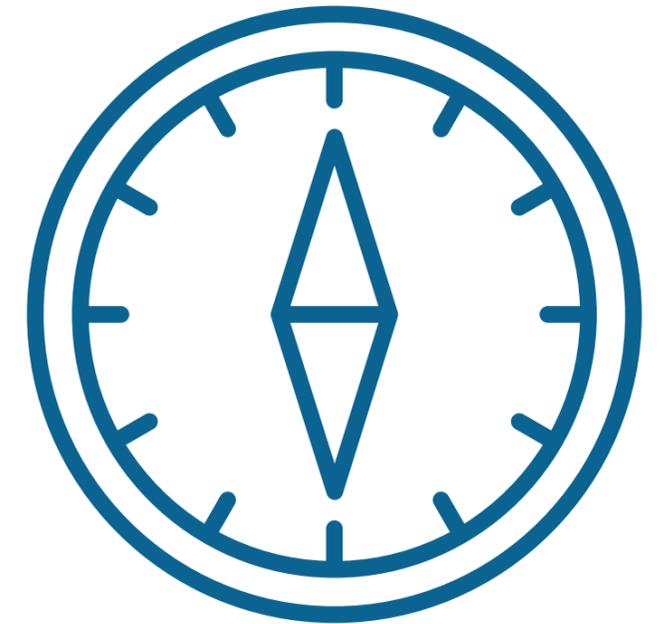
- Lobbying the federal government to expand the list of recognized health professions under the current Canada Student Loan Forgiveness program, which currently includes Doctors and Nurses.
- Recommending the federal government take the lead in developing a pan-Canadian data collection process focused on workforce data to identify and understand labour trends and challenges in the public and private sector.

• Calling upon the federal government to develop a Primary Care transition fund to improve access to interdisciplinary community-based primary care that includes services provided by extended healthcare professionals like dietitians.

• Requesting that the federal government explore models that would ensure Canadian employers provide employees with health and dental benefits for health and wellness needs not covered in Canada's public healthcare system.

Support

**Providing Career-long Leadership,
Excellence and Growth**



DC remains committed to nurturing career-long excellence and growth for our members.

Through evidence-based research, transformative conferences, and empowering resources, we continued to stand by our members, providing them with tools to thrive in their professional journeys.

Diverse Network Offerings: Fostering Professional Growth

In the pursuit of excellence, we have also observed remarkable contributions from our networks in various domains to facilitate growth and professional development. Networks provided invaluable content across a range of areas, from consulting dietitian practices to continuous quality improvement, geriatric care, sports nutrition, and business skills for health professionals. Notably, the 3-day Consulting Dietitian Network Conference—themed “Reach New Heights in Your Business”—offered participants a wealth of insights to elevate their professional trajectories.

DC National Conference 2022: Adapting for Success

In the face of continued challenges posed by the COVID-19 pandemic, the DC National Conference was held 100% virtually once more on September 15-16, 2022. In a gesture of support and acknowledgment of the challenges presented by the pandemic, the conference was offered free of charge to our members. With over 2,300 registrations for the event, 10 exhibitors/sponsors, and 15 speakers, the conference aimed to facilitate access to vital knowledge and insights, fostering a sense of unity and growth within our community.

Top Rated Conference Sessions

- Microbiome Interventions for Chronic Disease: Perception vs Scientific Reality
- Health Canada Update
- Opportunities for decolonization within dietetic education and practice

CONFERENCE HIGHLIGHTS

ATTENDEES

470 

SOCIAL MEDIA IMPRESSIONS

7.25k 

WEBSITE PAGE VIEWS

15k+ 

A FIELD OF OPPORTUNITIES

Dietitians of Canada National Conference
A **FREE** virtual experience for members

September 15 - 16, 2022



Canadian Journal of Dietetic Practice and Research: Elevating Research and Knowledge

The CJDPR continues to play an important role in providing critical dietetic research and insights. This past year saw the CJDPR continue to evolve through several marks of progress. By transitioning to a continuous publication model for eFirst articles, we have significantly reduced the time to publication, allowing readers to access cutting-edge research in a timelier manner. We are also proud to witness the continued growth of open-access articles, with 8 published this year—a marked increase from 5 the previous year and 2 the year before. 63 individuals also volunteered their time as peer reviewers for the CJDPR, contributing to providing quality evidence-based research in the dietetic field.

Top Three Articles from Last Year

- [Identifiable Dietary Patterns of Pregnant Women: A Canadian Sample](#) (September 2022)
- [Towards a Standardized Definition of Medical Nutrition Therapy and Regulatory Reform in Canada](#) (June 2022)
- [Mapping the Roles of Nutrition and Dietetics Professionals in Sustainable Food Systems and Exploring Opportunities for Strategic Collaboration](#) (December 2022)



CJDPR HIGHLIGHTS

INCREASE IN ABSTRACT VIEWS (year-over-year)

+9% 

INCREASE IN FULL ARTICLE DOWNLOADS (year-over-year)

+1.6% 



PEN®: Empowering Evidence-based Practice

Our Practice-based Evidence in Nutrition (PEN) System continues to empower evidence-based resources for our members. Included with DC membership, this year saw a 6.7% growth in site licenses from the previous year. Furthermore, 184 countries report 2 or more PEN users, emphasizing the global reach of PEN's resources.

This past year, the PEN Team and member volunteers contributed to:

- 192 new or updated Practice Questions
- 332 new or updated tools and resources
- 11 new or updated backgrounds
- 13 new or updated toolkits
- 16 Trending Topics articles

We are particularly proud that:



78%

HIGHLIGHTS FROM THE YEAR

We developed a new knowledge co-creation process, working with experts with lived experience in transgender and gender-diverse nutrition, ensuring that our resources are inclusive and culturally sensitive.

The introduction of a new 'Message to Readers' section underscores our commitment to promoting culturally safe, competent, and inclusive practices on a global scale.

PEN content of most interest among users were:

- Household Food Insecurity
- Weight-Inclusive Approach
- Physiology of Body Weight, Weight Gain and Adipose Tissue
- Vitamin C Supplementation for Immune Function
- Knowledge Pathways related to Cancer
- Cleansing Diets

PEN HIGHLIGHTS

SESSIONS

326k+



PAGE VIEWS

2.2M+



ENEWS SUBSCRIBERS

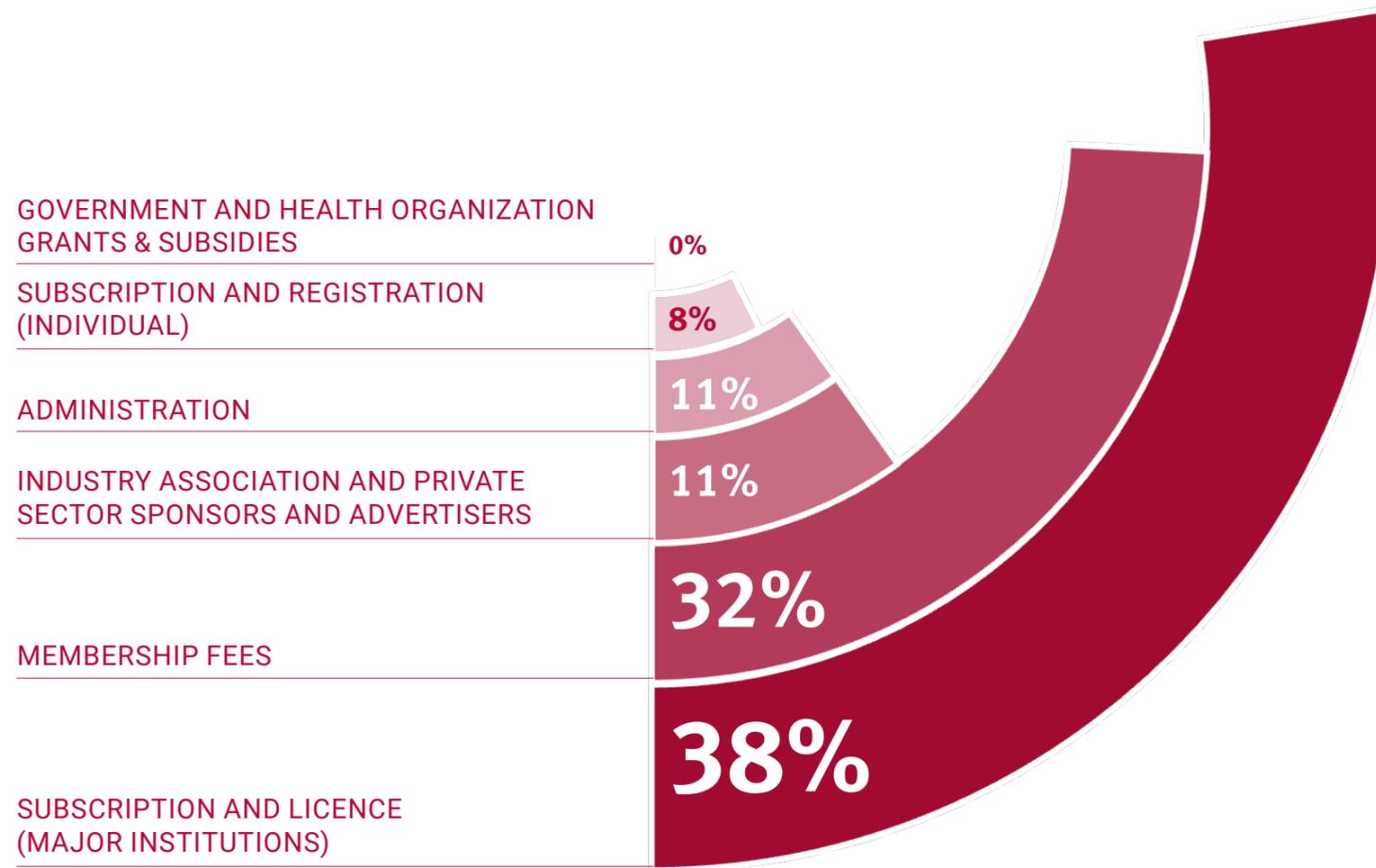
24k+



of PEN's nearly 1000 practice questions are less than 5 years old. This reflects our dual commitment to staying abreast of evolving nutritional knowledge and ensuring that our subscribers are equipped with the latest evidence to guide their practice effectively.

Financial Summary

REVENUE ALLOCATION 2022-2023



REVENUE AND EXPENSES (\$ MILLIONS)

	2023	2022
REVENUE	\$3.34	\$3.75
EXPENSES	\$3.41	\$3.79

BALANCE OF FUNDS (\$ MILLIONS)

	2023	2022
UNRESTRICTED	\$1.84	\$1.94
CONTINGENCY	\$0.90	\$0.90

To view the March 31, 2023 Audited Financial Statements, please log in to the member section of dietitians.ca/Board.



Dietitians of Canada

About Us

Dietitians are driven by a curiosity to understand the science behind food and its connection to health. Dietitians of Canada is the professional association for dietitians, representing members at the national level. We aim to advance health through food and nutrition and to provide leadership in shaping food and nutrition policy.

Visit Us

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