Strengthening Our Sustainable Foundation

Annual Report April 1, 2023 - March 31, 2024 Fiscal Year

2023-2024



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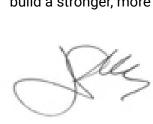
Financial Summary **Contact**

A joint letter from Leslie Beck, Chair of the **Board of Directors, Dietitians of Canada and** JP Cody-Cox, CEO, Dietitians of Canada

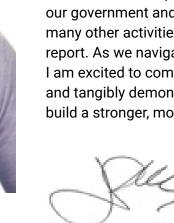
As Chair of the Board of Directors of Dietitians of Canada, I am delighted to share the progress we have made over the past year. Building on the foundations laid previously, our journey towards creating a sustainable organization has been marked by significant achievements. We have seen our initiatives take root and grow, guided by our commitment to advocate for and support the dietetic community. The collaboration between the Board, DC's CEO, DC staff and our dedicated members has been instrumental in driving these positive changes. As we continue on DC's sustainability journey, I am confident that we are well-positioned to continue to make strides towards DC's strategic objectives.



Reflecting on what was promised in our annual report last year, I am proud of the investments and advancements we have made in our commitment to improve advocacy and professional practice and enhance member and volunteer experiences through improved technology. These priorities, identified by our community, have guided our investments and efforts. Over the course of the fiscal year 2023-24 we organized the largest international Dietetic Congress (ICND), invested in a world-leading member management system and hired two advocacy firms to assist DC in building our government and insurance advocacy among many other activities you'll read throughout this report. As we navigate our transformative phase, I am excited to complete some of these projects and tangibly demonstrate DC's commitment to build a stronger, more resilient organization.



JP Cody-Cox **CEO**, Dietitians of Canada







Joint Letter:

We extend our heartfelt gratitude to each of you for your continued support and dedication to DC this past year. You are the heart of this organization and the driving force behind our commitment to excellence in everything we undertake.

Strategic Developments and Achievements

As we continue on the journey of strengthening our sustainable organization, we are proud to share the positive strides we have made in achieving this goal. Our commitment to fostering a resilient and forwardthinking organization remains steadfast, and we are excited about the progress we have seen so far.

Over the past fiscal year, we have made significant investments aimed at ensuring better engagement with members and the sustainability of DC. These investments have been strategically directed towards enhancing our technology infrastructure to improve the DC member experience, strengthening our advocacy capabilities and solidifying our role as a leader in the dietetic profession.

Community Engagement and Governance

In addition to these efforts, the DC Board of Directors actively engaged in governance work to renew DC's strategic objectives for the next three fiscal years, bringing us to 2028. This process is critical as it acts as a blueprint that guides the work we do and ensures we remain aligned with the evolving needs of our members and the broader community. The

Board also launched DC's external Equity, Diversity and Inclusion (EDI) Advisory Committee, a vital step in ensuring that our priorities, direction and programs are informed by diverse perspectives. Furthermore, a working group has been formed to help re-launch the DC member awards program, which will recognize and celebrate the outstanding contributions of our members.

Celebration and Advocacy Efforts

We ended fiscal year 2023-24 with an outstanding celebration of dietetics and dietitians in Canada with DC's National Nutrition Month. The theme "We Are Dietitians" allowed our community to share the importance of the work they do and its impact on Canadians. DC ran events across the country and saw one of the most active social campaigns in DC's history, led by the engagement of our members.

DC's advocacy efforts have been a key area of focus, as we worked to build stronger relationships with government and other stakeholders. DC worked with partners in areas like student loan forgiveness and Health Human Resources while also making investments internally with new advocacy consultants to help build our plans moving forward. These investments allow the team at DC to transition to a full time focus on policy and professional practice issues that are impacting the profession.

Collaboration and Forward Vision

The team at DC worked closely with our Network Leaders to reimagine how DC can help enhance member engagement activities and tools (including a whole new online community platform). Our collective efforts are

directed towards making DC the definitive leader and voice of the dietetic community in Canada. This is a project that began last fiscal year and is a major priority this year.

None of this progress would be possible without the unwavering dedication of our volunteers, staff and members. It is the people who attend meetings, participate in webinars and engage in AGMs, often during their personal time, who drive our association forward. As we've seen over the years, the strength of DC lies in our numbers and our collaborative spirit.

As DC continues to work on the issues that matter most to you, we are inspired by the legacy of those who founded this association over 80 years ago. Their vision and ambition set the stage for making a difference in the lives of Canadians, and it is in that same spirit that we embrace the challenges ahead. Together, as practicing dietitians, dietetic students and volunteers, we will continue to challenge the status quo and pave the way for the further growth and evolution of our profession.

Thank you for being an integral part of this journey. We look forward to achieving even greater milestones together in the 2024-25 fiscal year as we continue to build and strengthen our sustainable foundation.

Leslie Beck, RD **Board Chair, Dietitians** of Canada

JP Cody-Cox **CEO.** Dietitians of Canada

DC Board of **Directors**

LESLIE BECK IULIE CAVALIERE

DEBRA MCLENNAN

LYNN BLACKWOOD **KERRI CUTHBERT EMILY ZAMORA**

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





Community

Fostering Diversity and Inclusion Within **Our Member Community**

Our commitment to fostering diversity and inclusion within our member community has been integral.

This fiscal year, we have intensified our efforts to create an environment where every voice is not only heard but celebrated. Through a series of educational workshops, collaborative initiatives, and resource development, we have worked diligently to ensure that all members feel valued and empowered. By amplifying a variety of perspectives and encouraging open dialogue, we have made strides towards creating a truly inclusive space that reflects the rich diversity of our membership. Our ongoing initiatives are designed to nurture a sense of belonging and to support the unique contributions each member brings to the vibrant tapestry of DC.



Advancing Equity, Diversity and Inclusion: DC's Road Map

Education and Communication

Community Engagement

Governance and Accountability

Systematic Change

This fiscal year, DC moved into phase one of its Equity, Diversity and Inclusion (EDI) road map: Governance and accountability. The Board of Directors spent the last fiscal year establishing a clear governance structure to help achieve the organization's EDI vision and goals in a realistic and timely manner.

In February of this year, the Board launched an application process inviting its members to submit applications to join DC's external Equity, Diversity and Inclusion Advisory Committee, responsible for providing recommendations for EDI priorities, strategies and initiatives that align with DC's overarching strategic objectives. This led to eight candidates accepting the invitation to join the advisory committee. The committee held its first meeting in June and will be meeting on a bi-monthly basis.





Continuing Membership Development

This fiscal year, our membership came to 4,147, representing a 13% decrease in membership renewals. While this is not trending in the right direction, it underscores the messaging from members on their priorities. The 2022 CEO Survey of the membership spoke specifically to needing more from DC in areas like advocacy, improved technology and member supports.

We are confident in the work we have engaged in this fiscal year - revamping our advocacy team and resources, making significant investment in leading membership management systems and community platforms as well as building member- centered activities like the Nutrition Month. We are confident that we have listened and are addressing the areas our members have identified as weaknesses and turning them into very real strengths.

Our 2024-25 fiscal year will be pivotal as we strive to further enhance our supports and resources for all members, ensuring we continue to advance the well-being of Canadians through the dedication and expertise of dietitians across the country.

MEMBERSHIP HIGHLIGHTS

MEMBERS

(as of June 30, 2023)

Active Members:

84,147

New Members: Q429







DC Networks: Engaging and Evolving

We are proud to support 18 diverse Networks, each representing communities of members with shared professional interests. These Networks play a crucial role in advocating for the dietetic profession, offering educational opportunities, and fostering collaboration among members. This fiscal year, Networks have held webinars, networking events, and provided many leadership initiatives.

Professional Development and Webinars:

DC Networks delivered 34 impactful webinars throughout this past fiscal year, providing members with access to expert knowledge and practical insights. These sessions attracted a total of 1,535 attendees, marking a 67.8% increase from the previous fiscal year. Here are some of the highlights:

- September 2023 saw the Household Food Insecurity Network highlight the critical issue of food insecurity within 2S/LGBTQ+ communities through a dedicated webinar.
- In October 2023, the Diabetes, Obesity, and Cardiovascular Disease Network collaborated with the Integrative and Functional Nutrition Network to unravel the diet-disease relationship in Metabolic Dysfunction-Associated Fatty Liver Disease with their webinar, Reversing the Tide.
- In November 2023, the Gerontology Network and Dysphagia, Assessment & Treatment Network cohosted a session, Eating at Risk: A Conversation with a Healthcare Lawyer.
- In February 2024, the Diabetes, Obesity, and Cardiovascular Disease Network and the Home

Care Network co-hosted The Food is Medicine Framework: Clinical Practice Opportunities, which explored the intersection of nutrition and healthcare.

Networks and Collaboration:

 The DC Networks also prioritized member engagement through a series of networking events. Eight Networks hosted events, including six in-person gatherings that brought together 144 members and two virtual events this fiscal year. These networking opportunities allowed dietitians to connect, share expertise, and strengthen their professional communities.

Network Re-envisioning:

 A key development this past fiscal year was the formation of the Network Re-envisioning project. To do so, the DC CEO and Senior Director, Professional Practice along with five Network Leaders, formed a Network Re-envisioning working group. The group met regularly to explore how to align the Networks' purposes, processes, and accountabilities with DC's overall

priorities. This collaboration resulted in the development of a new core purpose for Networks and recommendations for structural changes to enhance their effectiveness to deliver value to their members. This important work will continue into the next fiscal year.

Ongoing Efforts & Town Halls:

- Throughout the 2023-24 fiscal year, four Networks hosted town halls, providing platforms for open dialogue and collaboration among members.
- The ongoing efforts of Network leaders have been instrumental in advancing the profession through various activities, including webinars, online summits, newsletters, blogs, book reviews, journal clubs, and the development of advocacy and professional practice tools. These initiatives underscore the Networks' commitment to knowledge sharing and the continuous professional development of dietitians across Canada.

NETWORK WEBINARS HELD:



ACTIVE MEMBER NETWORKS:



WEBINAR ATTENDEES:



MEMBERS THAT BELONG TO AT LEAST ONE NETWORK:



44.5%



Volce

Being the National Voice of Dietitians



Our dedication to serving as the national voice for dietitians is central to our strategic objectives as we focus on transforming lives and promoting a healthier future for all Canadians.

Through targeted initiatives and collaborative efforts, such as Nutrition Month and our advocacy campaigns, we have continued to empower our members, drive change, and enhance the influence of dietitians nationwide.



Nutrition Month: We are Dietitians

During Nutrition Month 2024, we geared up to shine a spotlight on our incredible profession and ignite a sense of pride among dietitians nationwide. We recognized the diverse roles dietitians play in influencing the wellbeing of Canadians every day, shared real stories that capture the profound impact that dietitians have made on people's lives, and brought together dietitians far and wide in a monthlong celebration of the people that make up our remarkable community. Nutrition Month aimed to unite the profession and foster meaningful connections among the dietetic community.

Highlights included:

- Launched DC's advocacy portfolio, beginning with a focus on DC's position on Household Food Insecurity.
- A new look and feel was developed for Nutrition Month 2024 using DC's secondary brand colors around the theme of 'We Are Dietitians'. The use of the brighter and bolder colors along with the new food graphics changed up DC's usual look and feel.
- The Nutrition Month web page views increased by 101% from 2023 to the 2024 campaign. The campaign page was the central location for dietitians to find Nutrition Month 2024 information including the theme, social media toolkit and planning guide and all the events hosted throughout the month.
- The Virtual Cook-Off was launched this year with the support of three Ambassadors who invited dietitians to join the challenge to win complimentary passes to ICND 2024. The winner was selected via member voting.

HIGHLIGHTS:

PIECES OF CONTENT PRODUCED **D** 263



NUTRITION MONTH WEB PAGE VISITORS

© 68,045

DOWNLOADS FOR THE NUTRITION MONTH PLANNING GUIDE AND SOCIAL MEDIA TOOL KIT





Advocacy: Shaping Policy and Practice

This fiscal year, we continued our work to build our advocacy capacity. We reallocated key staff to positions more focused on advocacy for the profession and hired two firms with expertise in government advocacy (Santis Health) and insurance industry (tc Health Consulting) to support our advocacy work. These investments will serve as a launching point for continuing to build out key policy priorities with members and activating proactive advocacy campaigns around issues important to our members.

- Nutrition Month Outreach: DC engaged government officials and insurance companies to support Nutrition Month activities by promoting our efforts, voicing their support of dietitians, and participating in our events. At the kick-off event in Ottawa, Parliamentary Secretary to the Health Minister Yasir Nagvi addressed attendees, recognizing the critical role of dietitians in improving the health of Canadians.
- Position Statement on Household Food Insecurity: In March, we launched a new position statement on Household Food Insecurity in Canada. This statement summarizes current evidence and outlines the vital role dietitians play in addressing the causes and consequences of household food insecurity. DC submitted this statement to the Standing Senate Committee on National Finance, advocating for progressive economic policies like basic income guarantee.
- **Dietitians Day Celebrations:** On March 20, Dietitians Day, a delegation of DC staff and dietitians gathered at Parliament Hill to meet with the Honourable Marc Serré, M.P. to discuss household food insecurity. Mr. Serré shared a statement in the House of Commons to highlight the work of dietitians in this area.
- Panel Discussion at UBC: DC hosted a panel discussion at the University of British Columbia, featuring speakers from the university, DC staff and the co-chair of DC's Household Food Insecurity Network. The panel focused on how dietitians can drive collective action on household food insecurity in Canada.

- Supporting Stop Marketing to Kids Coalition: Throughout the fiscal year, DC supported the Heart and Stroke Foundation's Stop Marketing to Kids Coalition, which calls on the federal government to introduce regulations restricting the advertising of foods high in salt, sugar and/or saturated fat to children.
- Food Environment Policy Index Participation: DC participated in the National Expert Group for Food Environment Policy Index (Food-EPI) research study led by Université Laval. This ongoing study evaluates government policies affecting the food environment and recommends ways to address policy gaps.
- **Team Primary Care:** As part of a research team that included dietetic educators and dietitians working primary care, DC developed and evaluated an interprofessional educational toolkit featuring asynchronous virtual simulation-based learning modules to strengthen key practice competencies for team-based primary health care settings.
- Health Canada Joint Working Group: Dietitians of Canada has an expert member representative who represents the dietetic voice on the working group dedicated to revising Nutrition for Healthy Term Infants.
- **Rourke Baby Record:** We supported updates to the next edition of the Rourke Baby Record by providing evidence-based nutrition information and resources that guide preventive healthcare for infants and children under five years.
- International Confederation of Dietetic Associations (ICDA): As a member of the largest worldwide body of dietetic professionals and with



representation on the Board of Directors, DC led data collection and analysis for the quadrennial survey "Dietitian-Nutritionists Around the World: Their Education and Their Work", supported the development of a new strategic plan for 2025-2029, promoted the Sustainable Food Systems web-based toolkit, and advanced international education and accreditation standards. DC also worked closely with the ICDA making preparations to host the International Congress of Nutrition and Dietetics in Toronto.



Advocacy: Shaping Policy and Practice

Partners remain an important conduit for DC's advocacy and we continue to work collaboratively with many of our peer health associations in Canada. For example:

DC is one of 40 health association partners of HEAL (Organizations for Health Action) who work together on federal advocacy issues. DC's CEO is part of the HEAL management team. Some of HEAL's 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 t and retention issues.
- National Licensure: A small working group is exploring the potential for moving the Canadian system towards National Licensure.

As one of the 12 partners of EHPC (Extended Healthcare professionals Coalition) DC is involved in on-going advocacy on Parliament Hill. Key recommendations from EHPC to the federal government over the past fiscal year included:

- **Recommendation 1:** That the Government of Canada continue its expansion of the Canada Student Loan forgiveness program (CSLFP) to include audiologists, dietitians, chiropractors, denturists, occupational therapists, optometrists, and speech-language pathologists to help strengthen rural and remote care for Canadians.
- **Recommendation 2:** That the Government of Canada ensure the ongoing collection of pan-Canadian health sector workforce data across the public and private sectors.

- **Recommendation 3:** That the Government of Canada introduce a sliding-scale tax credit for eligible small and medium employers to help them expand their coverage for extended health care benefits for their employees.
- **Recommendation 4:** That the Government of Canada establish a Primary Health Care Transition Fund to improve access to interdisciplinary community team-based primary care that integrates services provided by extended healthcare professionals.

DC's efforts this past fiscal year have been instrumental in setting up a stronger voice for dietitians in shaping policies that support the nutritional health of Canadians. We remain dedicated to continuing this important work in the coming years.





Support

Empowering Professional Development and Community



At DC, we are dedicated to fostering an environment of continuous professional development and strong community support. By offering access to cutting-edge research, impactful conferences, and a wealth of resources, we empower our members to excel in their careers and contribute to the broader health community.

DC's commitment ensures that dietitians remain at the forefront of their field. equipped with the knowledge and tools they need to succeed.



DC Events: Showcasing Leadership

This past fiscal year, DC demonstrated leadership by hosting a series of impactful events throughout the year. These events not only provided valuable insights to members but also fostered discussions on critical issues within the profession.

Health Canada Webinar:

In February, we partnered with Health Canada to present "What You Need to Know About the New Supplemented Food Labels". This webinar, which drew 301 attendees, offered crucial guidance on the updated regulations for supplemented food labels, ensuring that dietitians remain at the forefront of food labeling practices in Canada.

Nutrition Month Events:

As part of Nutrition Month, DC hosted two virtual events that highlighted the evolution and diversity within the dietetic profession:

- 1. "Looking Back and Moving Forward - Canadian Dietitians Still Making a Difference" On Dietitians Day, 139 attendees joined a webinar highlighting the evolution of dietetics over the past 30 years, focusing on changes in business, industry, and Canadian food services.
- 2. "Celebrating Diversity in Dietetics" This event, attended by 93 members, explored the richness of diversity within the profession. Dr. Phillip Joy shared insights on gueer representation in dietetics, while Chelsey Purdy discussed dietetic practice from a Mi'kmaw perspective and the importance of building relationships with Indigenous communities.

These events underscore our ongoing commitment to advancing the dietetic profession through education, collaboration, and the celebration of diversity.

DC National Conference 2023: **Taking Action Together**

Over the past few years, we experienced firsthand the many changes in our work, profession, and all of Canadian society. The DC National Conference was held in person May 25-26, 2023 in Montreal and emphasized the power of collective action in advocating for and advancing issues crucial to our profession. By taking action together, we can amplify our impact on our work and the health of those we serve.

With 356 attendees, 30 exhibitors and sponsors and 51 speakers, the 2023 conference showcased how research, innovation, and technology continue to drive change and influence patient and client care.

After several years of virtual events, this in-person conference was a valuable opportunity for dietitians to learn, engage in dialogue, and collaborate towards a future where we can all thrive and succeed.

The event successfully achieved its objectives of fostering knowledge sharing, facilitating networking opportunities and showcasing emerging trends, technologies, and innovations in the field of dietetics.

Conference highlights

- Conference Content: Each day of the conference began with inspiring plenary presentations from prominent speakers across various sectors, setting a compelling tone and offering insights into trends and future developments. These presentations were complemented by a diverse array of interactive sessions, workshops, and panel discussions, facilitating idea exchange, experience sharing, and expert learning.
- **Networking and Engagement:** The conference acted as a powerful catalyst for networking and collaboration, enabling attendees to establish valuable connections and explore potential opportunities within their profession. Braindates facilitated peer-to-peer learning, allowing participants to connect based on shared interests or expertise. The Welcome Reception marked the official opening, providing an opportunity to explore booths, engage with exhibitors, and network informally, setting the tone for meaningful interactions and professional relationship building throughout the conference.
- **Exhibitors and Sponsors:** The exhibit hall showcased exhibitors, offering attendees the chance to explore products, services, and solutions while networking with industry professionals.

 With 3 sponsors and 11 vendors participating, the Exhibit Hall became a focal point during networking breaks, incentivized by the Exhibitor Passport program. Attendees collected stamps from each vendor to be eligible for prizes, including complimentary registration to ICND2024 and All Access Passes to DC's Learning on Demand.



"It was great to connect with colleagues in-person after the pandemic. There were lots of networking opportunities and some really good topics and speakers. A great event to attend and I am glad I could be a part of it."



Canadian Journal of Dietetic Practice and Research

The CJDPR continues to be a vital resource for critical dietetic research and insights. Over the past year, the journal has made significant strides in its evolution. By maintaining a continuous publication model for eFirst articles, we have further reduced the time to publication, ensuring that readers have timely access to the latest research. We are proud to report the continued growth in open-access articles, with nine published this past year—an increase from eight the previous year. The CJDPR also reached a broader audience, with 32,750 users and over 71,069 page views.

Top Four Articles from Last Year:

- 1. Does Dietitian Involvement During Pregnancy Improve Birth Outcomes? A Systematic Review (March 2024)
- 2. Maternal Eating Disorders and Adverse Birth Outcomes: A Systematic Review and Meta-Analysis (March 2024)
- 3. <u>Development and Evaluation of the Dietary</u> Pattern Calculator (DiPaC) for Personalized Assessment and Feedback (March 2024)
- 4. Confronting Colonialism in Canadian Dietetics Curricula (December 2023)

CJDPR HIGHLIGHTS:

PAGEVIEWS: © 71,069

USERS:



FULL ARTICLE DOWNLOADS:



SESSIONS:



OPEN ACCESS ARTICLES PUBLISHED: (COMPARED TO 8 IN FY2022-2023)





PEN®: Empowering Evidence-based Practice

Our Practice-based Evidence in Nutrition (PEN) System continues to empower evidence-based resources for our members. This year, The PEN® System had more than 376,000 sessions from 146,000 active users from around the world.

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

- 283 updated professional and client tools
- 176 new or updated practice questions
- 31 updated knowledge pathways
- 17 new trending topics

Highlights from the year

The PEN® System has upheld its global reputation as the premier evidence-based online resource for food and nutrition evidence and practice recommendations. This past fiscal year, the PEN Team continued to develop and update content using a validated evidence-based process grounded in the latest high-quality research. Engaging with practicing dietitians worldwide, the PEN® System effectively prioritized and selected nutrition topics most relevant to professionals in practice settings. Additionally, the PEN® Team shared the latest evidence-based recommendations through two widely attended webinars, reaching dietitians across Canada.

PEN Knowledge Pathways of most interest among users were:

- 1. Pregnancy
- 2. Cardiovascular disease
- 3. Sports Nutrition
- 4. Infant Nutrition Complementary Feeding
- 5. Nutrition Support Enteral and **Parental Nutrition**

PEN Backgrounds of most interest among users were:

- 6. Nutrition Care Process and Terminology (NCPT)
- 7. Food, Nutrition and Eating Issues of Transgender and Gender-diverse Individuals
- 8. Weight-Stigma
- 9. Polycystic Ovary Syndrome
- 10. Nutritional Implications of Cancer Treatment -Constipation, Nausea and Vomiting

PEN HIGHLIGHTS

SESSIONS: (A 14.2% INCREASE FROM LAST YEAR)



376K+

PAGE VIEWS: 3.1M+ (A 33.9% INCREASE FROM LAST YEAR)



ENEWS SUBSCRIBERS:



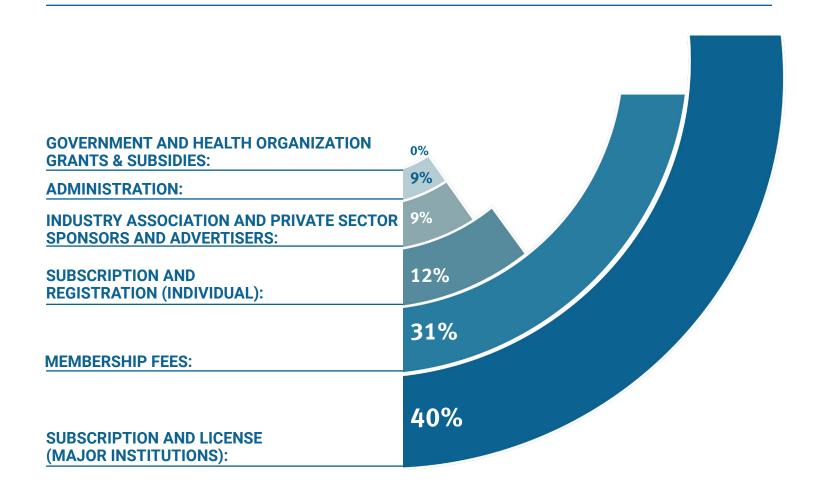
Happy Retirement! The PEN® Team honoured PEN Editor Heather Alaverdy, who was dedicated to the position for 18 years. As PEN Editor, Heather led all editing and publishing of evidence-based content to ensure the System maintained its reputation and integrity for having high publication standards. Thank you, Heather!



Financial Summary



REVENUE ALLOCATION 2023-2024



To view the March 31, 2024 Audited Financial Statements, please log in to the member section of dietitians.ca/Board.

REVENUES AND EXPENSES (\$ MILLIONS)

	2024	2023
REVENUE	\$3.36	\$3.34
EXPENSES	\$4.11	\$3.41

BALANCE OF FUNDS (\$ MILLIONS)

	2024	2023
UNRESTRICTED	\$1.12	\$1.84
CONTINGENCY	\$0.89	\$0.90





About Us

Dietitians are driven by curiosity to understand the science behind fpod and it's 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.

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