

## We are dietitians. We are everywhere.

Annual Report 2019-2020







# The joys of looking back — and looking ahead

A message from Carol Donovan Board Chair

**Beginnings are always exciting.** And while Dietitians of Canada is an organization with a long and esteemed history, every four years as a Board we reflect on what we have achieved and look forward in order to develop new "Ends" (organizational priorities), which are then developed into a new Strategic Plan. This is an important and exciting approach because it means that we are constantly re-energizing and re-envisioning who we are and what we could become as an organization.

Since becoming Board Chair in June of last year, it has been my honour and privilege to work with, and hear from, so many of you. You've told the Board about the many ideas you have to help strengthen our profession, and you've told us about areas where we could improve as an organization. By providing open and honest feedback, you're helping the Board govern our organization in a way that truly reflects your professional needs, values and interests.

Your contributions are reflected in the new organizational priorities (Ends) that we are developing to guide the organization through the next four dynamic years.

We know that one of the important issues you raised is that of diversity; and we've heard that you want your professional association to better reflect the diversity of gender, race, social class, age, ability, religion and sexual orientation present within the profession. You are also asking how we can take steps along the path of Truth and Reconciliation.

The Strategic Plan will address the ways in which we can better represent our many different members and the many different areas in which they work. Nathalie and her team are working on this plan and a way to put these new priorities into practice, and we will be sharing more details with you in the coming months as the work starts to take shape.

Beginnings are exciting. But looking back and acknowledging past accomplishments is just as rewarding. In this report, we celebrate the many accomplishments over the past year in achieving the goals of the 2016–2020 Strategic Plan. These successes are only possible because of you — our incredibly talented and dedicated membership. On behalf of the Board, we thank you for your commitment to our organization and to the profession in all its many forms.

Sincerely,

Carol

### The evolution of our organization

A message from Nathalie Savoie Chief Executive Officer



I have never been prouder of the amazing people in my profession as I have in these past weeks, seeing them adapt to the new reality of COVID-19. This pandemic has brought to the forefront the fact that many dietitians are on the front lines of health care, providing nutrition support in hospitals and long-term care, supporting critically ill patients, screening and advising in public health and continuing to support clients virtually by moving their practices to an online environment.

In the past 12 months, we've crossed over into a vastly different world.

My pride is not limited to how our membership has responded to the current emergency. It's something I feel about how much we have accomplished, together, over the past year and indeed the past four years as we've worked towards our 2016–2020 Strategic Plan.

In 2016 Dietitians of Canada (DC) introduced a series of organizational priorities (Ends) that would help us achieve our overarching strategic goal. This was, in essence, to ensure that dietitians are recognized as the most credible, trustworthy source of nutrition advice, so that ultimately our profession strengthens and thrives.

In this year's annual report, we look back on a small selection of DC's many, many accomplishments, facilitated by the hard work and dedication of hundreds of members across the country. In addition, there are a number of achievements that we have focused on at the executive level, including:

- Increased access to PEN: Practice-based Evidence in Nutrition® and new content on important matters to the profession.
- A complete overhaul of our member information system, to gain a clearer understanding of our members' journeys so that we can serve them better.
- The launch of our new <u>dietitians.ca</u> website, which puts a sharper focus on the profession and our members, while directing the public to <u>Unlockfood.ca</u> to learn about the benefits of working with a dietitian and to find credible nutrition information.

We know that there are still many ways that we can improve. Already we have taken steps in this direction. For example, as an organization we have started on the path of Truth and Reconciliation through learning opportunities for our Board, staff and members. And we are endeavouring to create greater inclusion in the association, including celebrating the diversity of members in our activities and on our committees, and identifying where our policies can heighten inclusion, such as our work to end weight stigma.

One thing is certain: every year we will continue to find new ways to work together to make our organization better, and every step in this direction has a positive effect on our profession as a whole. This is my commitment to you.

Warmly,

Nathalie

#### **Board of Directors**

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Chair Belle River, ON

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#### Colinda Hunter

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Students and New Professionals Vancouver, BC

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Dietitians of Canada Annual Report 2019–2020

### **Board and staff activities**



### Steps towards Truth and Reconciliation

One of the ways the Dietitians of Canada Board of Directors and employees are taking action on Canada's Truth and Reconciliation Commission Calls to Action is by continually improving our understanding of the report and its implications to dietitians across the country. As part of that learning, the DC Board and employees participated in a Blanket Exercise in 2019. (For more on this educational experience, see page 9.)

DC's work in this area will continue. We encourage all dietitians to seek greater understanding of this important part of Canadian history and to learn how all Canadians can play a role in acting on the important recommendations in the Truth and Reconciliation Commission report.

### Your call for diversity in strategic planning

Our Board and staff have been listening to member input as they work towards developing a Strategic Plan that will guide our organization from 2020 to 2024. Loud and clear was your call for greater diversity. More specifically, you said:

- 1. The profession should reflect the diverse Canadian population, becoming more inclusive of Indigenous communities and different body sizes, religions, races, ethnicities, sexual orientations, gender identities, socioeconomic status, geographical areas and languages.
- Some lack of diversity within the profession may be due to financial and geographical barriers.
- 3. We need to recognize that dietitians practise in many different areas and in many different ways, and support each other in this diversity.

The Board is working on ways to incorporate diversity and inclusion as values in its policies to shape the future of the association.

#### **CEO** national tour

Over the past year, DC CEO Nathalie Savoie was able to visit every region of the country, with stops in the following locations:

- British Columbia: Vancouver
- · Alberta and the Territories: Calgary
- Manitoba and Saskatchewan: Regina, Winnipeg
- Ontario: Ottawa, St. Catharines, Toronto
- · Quebec: Montreal
- Atlantic: Charlottetown, Edmundston, Halifax, Wolfville, St. John's

This was a great opportunity for her to hear your ideas and concerns first-hand, while seeing in person the work that is being done by groups of dietitians across the country.





The 2016–2020 Strategic Plan was based on four organizational priorities (or Ends) developed by the Board to guide all of our activities during that period. Each of these (see below) was a complex and multi-faceted item comprising many different types of activities. But all worked together to achieve the overarching End: Policy makers and the public acknowledge that nutrition is a primary contributor to improving health, and the dietitian profession's unique body of knowledge and skills makes an integral contribution to health improvement, at a cost that demonstrates the wise use of resources.

Our work over the past year has resulted in the successful completion of the Strategic Plan. Here is a selection of some of the ways we have worked, in collaboration with our members, to achieve this.

#### The 2016-2020 Ends

The four Board-established organizational priorities (or Ends) that formed our 2016–2020 Strategic Plan:

- Dietitians are recognized as the most credible, trustworthy source of nutrition advice.
- 2. Dietetic education is innovative and drives advancement and leadership.
- Dietitians use evidence-based decision making, supported by expertly curated analysis and information.
- Dietitians have opportunities to shape food and nutrition environments, influencing key decision makers. ♥

### Unlockfood.ca reaches more Canadians

Visits to our public education site were up significantly in the year April 1, 2019, to March 31, 2020, with nearly 4 million visits and 6.6 million page views. Compared to the previous year, this represents an increase of:

+55% visits

+41% total page views

+64%

French page views

The most popular content was on the topics related to children, vitamins and minerals, macronutrients, cooking and food safety. ♥





#### **Nutrition Month successes**

One of the most significant ways we work to raise the profile of the dietitian brand (End 1) is through Nutrition Month.

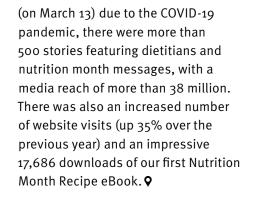
This year's theme provided opportunities to showcase the skills, value and expertise of dietitians, demonstrating that dietitians and healthy eating are about "More Than Food." Here's a small sampling of some of the many successful activities organized by DC members:

· Ken Mullock and classmates at the University of Saskatchewan led cooking classes for staff and faculty on meal preparation tips and provided advice in the e-newsletter

on topics like finding healthy foods on campus.

- Members of the PEI Dietitians Action Group met with the premier and had March formally proclaimed **Nutrition Month on Prince Edward** Island, bringing increased attention to dietitians and healthy eating across the province.
- In-store dietitian Cindy Bekkedam aligned her tours of a Niagara Region store to Nutrition Month topics such as mindful eating, with the goal of bringing awareness to the joy of eating as a first step towards adopting better eating habits.
- Through her private practice in Edmonton, Sally Ho ran a Craving Change® workshop to help people recognize and manage environmental and emotional triggers that can cause them to make less healthy food choices.
- Christina Tucker, a dietitian with Health Canada, and her team developed tips on using the new Canada's Food Guide and shared them with Canadians through Health Canada's e-newsletter and social media.

Although the media outreach and social media activity ended early



#### A brief history of **Nutrition Month**

For more than 30 years, Nutrition Month has been the most visible public awareness campaign for the profession, reaching millions of Canadians. But it wasn't always so.

Back in the late 1970s, a small group of community dietitians organized an event they called "Nutrition Week." The idea caught on, and soon local dietitians across several provinces were also planning events in workplaces, shopping malls and libraries and making media appearances.

In 1981, The Canadian Dietetic Association (now Dietitians of Canada) and all the provincial dietetic associations jointly sponsored the first National Nutrition Week, aimed at increasing public awareness about the importance of healthy eating by identifying dietitians as the most credible source of food and nutrition information.

By the end of the decade, the campaign was expanded to a full month and continues to be held every March. •

Check out our website for more on Nutrition Month 2020.



### **Advocating for inclusion in** health benefit plans

A great example of how we can achieve more when we work together is our efforts to have dietitian services included in more employee health benefits plans.

Key to this is increasing awareness among large groups of employers of what dietitians do. At the Canadian Employee Benefits Conference, held by the International Foundation of Employee Benefit Plans in February 2020, a DC member led a session for plan administrators on the important role of dietitians in helping employees prevent and manage chronic disease.

To be successful, this multi-faceted initiative requires effort from the entire dietitian community. So, in October 2019, the Consulting Dietitians Network and the Diabetes, Obesity and Cardiovascular Network joined with the Employee Health Benefits Advocacy Advisory Committee (EHBA AC) and DC staff to lead a successful awareness campaign targeting dietitians to accomplish two things:

- Increase dietitian awareness of how employee health benefit coverage of dietitian services supports the entire profession.
- Support dietitians to feel more prepared to take action by providing resources.

Clearly DC members are engaged with this issue, as the campaign resulted in increased traffic to the DC website, more downloads of the **new factsheet** targeted to employers and high newsletter engagement. These resources were all aimed at supporting dietitians to ask employers, "Are dietitians covered in your health benefits plan?" and provided supporting evidence for the many reasons why they should be.

Although we've known for some time that all insurers have an option to cover dietitian services if requested by an employer, we didn't know how many insurers include dietitians in their standard plans. This year we invested in finding out. We discovered that seven of the 10 largest insurers include dietitian coverage on their standard plans.

In addition, dietitians can now direct bill on behalf of clients who are covered by Great West Life, Industrial Alliance and other insurers through the free TELUS Health eClaims service. As of March 31, 2020, almost 500 dietitians had registered with this service.

There is still much more to be done in this work, and plenty of ways you can get involved. Get more information and campaign materials in the advocacy section of dietitians.ca. Q



#### **Learning together at** conference

Nearly 700 delegates attended the DC National Conference in Ottawa from June 6 to 8, 2019, with pre-conference events and programming taking place June 4 and 5. For the second year, we made a number of sessions available through webcasts for members unable to attend in person. An additional 225 registrants participated remotely.

Some of the most highly attended sessions included Nutrition in the Post-Truth Era, Ketogenic Diet as Medical Therapy and a Lifestyle (now available through Learning on Demand) and the always-popular Ryley-Jeffs Lecture, featuring 2019 award-winner Laurie Wadsworth.

Another popular session was the KAIROS Blanket Exercise™ program, led by a team of moderators including an Indigenous Elder, an Indigenous dietitian and other dietitians who work with Indigenous people. The Blanket Exercise is a participatory history lesson developed in collaboration with Indigenous Elders, knowledge keepers and educators. It is designed to foster truth, understanding, respect and reconciliation among Indigenous and non-Indigenous peoples. Sixty people attended this session, which also attracted a waiting list. •





#### The many benefits of conference

Learning from each other is a key benefit of the annual DC National Conference. We surveyed conference attendees, who agreed that it:

98.3%

provides a forum to enrich dietetic practice through dialogue and learning

95.5%

creates opportunities to forge stronger links amongst dietitians

87.6%

profiles leading-edge research

86%

addresses challenges in food, nutrition and health services across all areas of practice

#### **Enhancing educational** opportunities

Ensuring that our members stay current is a key reason we offer innovative dietetic education (End 2). As part of our work in this area, we delivered six webinars between September 2019 and February 2020, each of which drew a significant number of delegates and high satisfaction ratings:

- September 25: IgG and IgE **Blood Testing**
- October 23: First Nations Adolescents: Food Sovereignty and Mental Health
- November 13: First Nations Adolescents: Nutrient Deficiency and Chronic Disease
- December 5: Evidence-based **Practice and Misinformation**
- January 22: Fit for Surgery: Rehabilitation
- February 12: Integrating Evidence into Practice

We also transitioned our Learning on Demand (LOD) site as part of the DC website update. This allowed us to refresh the content with the 100 most popular LOD items. In addition, 40 new items were uploaded by the end of March, and more are scheduled to be added to this valuable resource.

Never before has online learning been so important for everyone, and with our established LOD, DC members in every part of the country can keep up to date about new developments and topics. Our All Access Pass has proven to be a popular choice, with well over 700 members choosing this costeffective way to learn online. ♥

In January 2020 we relaunched dietitians.ca with a modern design, new features and tools, and improved search and navigation. This new space aims to become the hub for your professional success and a link to your DC professional community.





### Journal is a hidden gem

262 contributors

peer reviewers

An important resource available to our members is the Canadian Journal of Dietetic Practice and Research (CJDPR), established more than 80 years ago. Published quarterly, our journal plays a vital role in advancing our profession by contributing to our collective knowledge. As one of only four English-language journals in the world that publishes research specific to dietetic practice, the CJDPR is crucial to our role in supporting evidence-based decision making by dietitians.

Last year, 125 authors and coauthors had manuscripts published in CIDPR, and an additional 137 had abstracts published. Over that time, 77 members volunteered as peer reviewers, ensuring that we maintain the highest standards of scholarly publishing.

By publishing our learnings in areas such as research studies, practice perspectives, short reports and reviews, we ensure that evidencebased nutrition science thrives and that everyone in our profession has access to Canadian-based dietetic research. CJDPR is available free to all members. We urge you to read, share and contribute to this valuable resource. •





#### **Notes on PEN: Practice-based Evidence** in Nutrition®

As science and practice continue to evolve, PEN: Practiced-based Evidence in Nutrition® is a top tool for evidence-based decision making by dietitians.

Starting April 1, 2019, DC members enjoyed 50 free annual access credits to this important practice resource. Members who use the PEN System more heavily now have the option to purchase unlimited access at a preferred member price.

PEN content continues to grow. Recently we added a number of COVID-19 resources, and over the past year the PEN System has been revised with:

- 3 new and 9 updated Knowledge Pathways, including: Sustainable Food Systems, Immune System, Fructose and Traumatic Brain Injury.
- 41 new and 124 updated Practice Questions, including: "Should a ketogenic diet (50 g/day carbohydrate) be recommended for adults with type 2 diabetes?" and "In adults with elevated LDLcholesterol (LDL-C), what are the effects of dietary patterns (i.e. portfolio, Mediterranean, DASH) on LDL-C levels?"
- 60 new and 56 updated clienttargeted Tools and Resources, including: Managing Constipation in Children Over 1 Year.
- 80 new and 102 updated professional Tools and Resources, including: Immune System Background.

In addition, a number of client resources are now available in multiple languages, including English, French, Chinese, Spanish, Korean, Punjabi, Farsi and Vietnamese. •

### New advocacy toolkit launched

Shaping food and nutrition environments and the health system by influencing key decision makers is an important part of our work as experts dedicated to advancing our profession.

That's why we created a new collaborative learning space to help DC members learn with, and from, other dietitians who are using their skills and voice to influence change and make an impact on their workplaces, their communities and beyond.

The advocacy toolkit is free to DC members and includes numerous discussion forums, polls and opportunities to contribute and share. The toolkit is a dynamic, living resource that will evolve and grow thanks to the ongoing input of DC members. •

### Supporting a sustainable food system

The Sustainable Food Systems
Leadership Team (SFS) has
accomplished a lot since its formation
in 2016. The purpose of the memberled group is to provide leadership on
sustainability issues and the role of
the dietitian, in order to help dietitians
engage in food system advocacy,
education and governance activities
that are guided by current evidence on
food in a sustainable society.

The group successfully developed a vision of Sustainable Food Systems, a practice roadmap and webinars.

Over the past year, they have engaged in a number of advocacy projects, including advocating



#### for A Food Policy for Canada

and including environmental considerations in dietary guidance. They also contributed new content to PEN, "Plant Based Diets and the Environment." In January 2020, the SFS also published The Role of Dietitians in Sustainable Food Systems and Sustainable Diets.

And, as of April 1, 2020, members can join the new **Sustainable Food Systems Network** to help continue this work and learn from each other. **Q** 

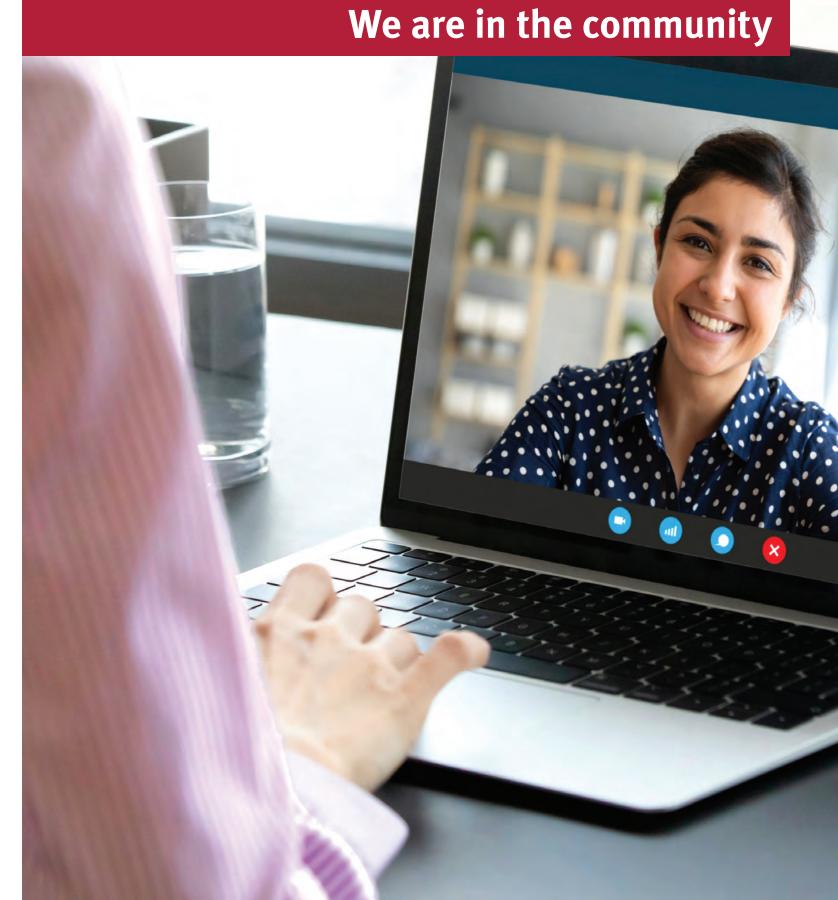




### **Reducing weight stigma**

An important area of our advocacy work over the past year has involved reducing weight bias and stigma. In March 2020, we endorsed an international consensus statement and Pledge to Eradicate Weight Bias and Stigma of Obesity. This reflects acknowledgement by dietitians that weight stigma exists and is damaging, and our commitment to continue to work together to reduce it.

Becoming more aware of the issue and our own roles in perpetuating the problem are important first steps in providing respectful, non-stigmatizing care for our clients, patients and communities. DC hosted sessions on this topic at the 2019 DC National Conference. We have also published practice supports such as the PEN Backgrounder on Weight Stigma and Bias, which is available to all DC members. •



### DC Networks unite members across the country

Dietitians of Canada members from all parts of the country are joining with other members working in the same practice area to make a difference. There are currently 22 active DC Networks, with more than 2,000 participating dietitians. Whether sharing information with each other, educating Canadians about nutrition or taking action around an issue, these volunteers are making a positive difference in the lives of millions of Canadians. Here are a few of their achievements this past year.

The **Oncology Network** contributed to the Canadian Cancer Society Nutrition booklet and started a member education scholarship.

The **Pediatrics Network** worked with the DC Professional Development team to launch the Pediatric Nutrition 101 online course.

The Canadian Association of Nephrology Dietitians worked towards the launch of The Essential **Guide for Renal Dietitians** (available at the Store and Services page) and the Renal Nutrition 101 online course, launched May 2020.

The **Media Network** purchased access to the Social Media Calendar from Food Bloggers of Canada, as a resource to support all Network members. ♥





Whichever corner of the country vou live and work in, we encourage you to connect with other dietitians through a DC **Network. Find more information** and contact info on the website for all DC member Networks.

#### It all starts with students!

Students are the future of our profession, and an important part of Dietitians of Canada.

The DC Student Network is a community that brings together university students from across Canada. The goal? To share experiences, learn from one another, and make connections with future colleagues.

Membership in the Network gets you access to its online community, where students can meet virtually and discuss nutrition-related topics. The group also has an active blog and a regular newsletter.

We encourage all students to get involved in this dynamic community. Visit the **Student Network page** to learn more. 9



### **Action Groups tackle** key issues



Here's a snapshot of what a few of the Dietitians of Canada Action Groups have accomplished in recent months.

British Columbia: Advocacy by the **BC Nutrition Supplements Action Group** has led to important regulatory changes by the Ministry of Social **Development and Poverty Reduction** (SDPR). Dietitians now have the authority to provide supporting documentation for clients who need to access supplements through government programs. In addition to helping dietitians in the province better support their clients, this is a significant step forward for the profession.

**Alberta:** The **Alberta Long-Term Care Action Group** worked on important advocacy regarding the role of longterm care dietitians in identifying community-acquired malnutrition. A letter was sent to long-term care operators across the province.

**Ontario:** The **Queen's Park Advocacy** Committee has been engaged in a number of important priorities related to nutrition and mental health, including developing a mental health advocacy report and a factsheet on the role of dietitians in the prevention and management of mental health. This work was shared with government decision makers at the Queens' Park Day in March 2020. **New Brunswick:** The **New Brunswick Dietitians in Action** designed a questionnaire and distributed it to NB dietitians to assist in identifying advocacy priorities. Key issues include food security and healthy school food.♥





### **Financial summary**

We continue to experience challenges presented by the loss of government funding related to the operation of the EatRight Ontario (ERO) dietitian call centre in 2018. In 2019–2020 we implemented further cost reductions across the organization and invested in infrastructure to further reduce costs in the long term. These gains were offset by reduced revenues driven by declining membership numbers and the introduction of new membership categories at reduced rates for underemployed dietitians. Revenue also declined due to the offering of free access to PEN: Practice-based Evidence in Nutrition® and the non-renewal of two dietitian call centre licences. We continue to seek ways in which we can offer value to members and increase membership numbers while ensuring our wise stewardship of resources.

Revenue Allocation 2019-2020

Membership 34%

Subscription and licence – major institutions 25%

Industry association and private sector sponsors and advertisers 12%

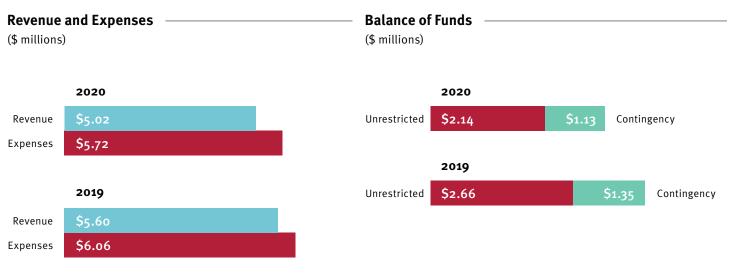
Subscription and registration – individuals 12%

Government and health organization grants 9%

Administration 8%

4,702

members as of March 31, 2020



**Declines in revenue outpaced** our ability to further reduce costs

To view the March 31, 2020 Audited Financial Statements, please log in to the member section of dietitians.ca/Board. 9



### **Recognizing member achievements**

Congratulations to the Dietitians of Canada 2019 award recipients announced at the National Conference in Ottawa, June 6, 2019

#### **DC Fellows**

Alison Duncan Katherine Gottschall-Pass Sue Mah

#### **Member Recognition Awards**

#### **Association Catalyst**

**Emily Andreiuk** Marlin Bendayan Virginnia Bright Kristin Hedges Sally Ho Michele Macdonald Werstuck Lani Rabinovitch

#### Education

Linda Vickers

Beth Armour Judith Fraser-Arsenault Stephanie Hass

#### Leadership Barbara Crocker

Isabelle Hall Eileen Freeman Jenneke van Hemert Manon Laporte Christina Lengyel Shin Low Paula MacEachern Shelley Murphy Kayla Thomas

#### **PEN®** Achiever (Canada) Award Andrea Buchholz

#### Student Awards -Undergraduate

Katherine Hillier (Sponsored by Dietitians of Canada)

Kristen Genereux (Sponsored by Canola Eat Well)

#### Student Awards -Graduate

Jordan Mak (Sponsored by Dietitians of Canada)

#### **Judy Van Tilburg Dietetic Intern Bursary** Gillian Chu

#### Morgan Medal Recipient Heather-Ann Burrell

#### **Morgan Awards**

**Heather Bray** Rhea Lewandoski Chelsey Vastenhout

#### **DC Networks Student Scholarships**

#### **Business and Industry**

Nga Linda Phan

#### **Community and Public Health** Marjorie Vale

#### Consulting

Kaylee Thomson

#### Diabetes, Obesity and Cardiovascular

Neda Rezvany and Sarah Wyder

#### **Dysphagia Assessment** and Treatment

Hilary Rock

#### Gerontology

Lloyd Flores and Safura Syed

#### **Home Care**

Claire Kee

#### **Nutrition Support** Kayne Usita

**Pediatric Nutrition** Kelsey Watchman

#### Le regroupement des diététistes francophones Raphaëlle Laroche-Nantel

**Sport Nutrition** Tela Verrelli

#### Dr. Laurie Wadsworth, PhD, PDt, FDC

**Ryley-Jeffs Memorial** 

Award 2019

Our most prestigious award is bestowed on a professional who embodies the ideals of the profession and charts new pathways. Laurie studies the historical roots of dietetics and investigates mass media messages to understand the roles of food in society. She has worked collaboratively to bring change in public policy for improved nutrient profiles in the national food supply and she also mentors dietetic students in policy development and research to build capacity for a strong future profession.

#### **Emeritus Member Awards**

These awards recognize the significant contributions to the advancement of dietetics made throughout the recipients' careers.



Shawna Berenbaum



Fran Haley



Helen Haresign



Marilyn Knox

**Congratulations to the 2020 Award winners — announced** throughout June 2020 during the virtual National Conference

Be recognized for your success! Apply for a 2021 Dietitians of Canada award, or nominate someone you know. Being recognized with an award celebrates your contribution to the profession and raises your profile in the community. Learn how at the Awards section of the DC website. 9



**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 local, provincial/territorial and national levels. We aim to advance health through food and nutrition and to provide leadership in shaping food and nutrition policy. **Our Goal.** Canadian policy makers and the public acknowledge that nutrition is a primary contributor to improving health, and the dietitian profession's unique body of knowledge and skills makes an integral contribution to health improvement.

**Dietitians of Canada** 

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