# **Connecting Canadian Dietitians**

Dietitians of Canada (DC) is committed to supporting members and advancing the profession. The Board of Directors works with members to identify four strategic priorities that guide our work. Here's a quick overview of how we moved closer to achieving these goals in 2018-2019, thanks to the combined efforts of volunteer members, Networks, Local Action Groups and DC Staff.

## 2016-2020 strategic priorities, or Ends

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

END

### DC wins media attention

Traditional media stories in Canada mentioning DC

**TARGET** 

#### Relaunched site drives success

Unlockfood.ca

Find a Dietitian

END

#### Top marks for DC-led education and networking events

new Learning on Demand sessions (+22 over target)

sites participated in Coast-to-Coast **Speaker Series** 

regional events

satisfaction rate

**Nutrition Month 2018** wins 2 awards for *Unlock* the Potential of Food



**Marketing Communications** Campaign of the Year

Canadian Public Relations Society, ACE Awards

Award of Merit



**Marketing Communications** 

International Association of Business Communicators -Toronto, OVATION Awards

END -

# **PEN: Practice Evidence in Nutrition®** celebrates 200th pathway!

Information in the Outcomes of Dietitian Interventions knowledge pathway supports advocacy and helps to solidify recognition of dietitians as important members of the healthcare team.

NEW! DC Membership now includes 50 PEN logins! Learn how to activate your PEN credits today at pennutrition.com/faq.aspx. END L

#### Our advocacy work is getting results

Our interests were represented in 5 provincial elections. An Employee Benefits action plan was developed thanks

to the hard work of:

1 DC Network **6** DC Local Action Groups

10 Members of Advisory Council

Numerous member volunteers over many years

For the top stories of 2018-2019 and a list of 2018 DC Award winners, view our digital annual report on the member community page at dietitians.ca/Member.

