



Building a Sustainable Association



Re-envisioning our organization

A letter from Leslie Beck, Board Chair

Board of Directors

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Toronto, ON

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Timothy Lau
Students and New Professionals
Vancouver, BC

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

This past year – my first as Chair of the Board – I welcomed three new Directors, including a new Chair Elect and Directors from both British Columbia and Northwest and Central Ontario to the Dietitians of Canada (DC) Board of Directors. I am honoured to work with a team of passionate and committed volunteers.

Sustainability is the most important priority for DC and is foundational to the organization's **2020-24 Strategic Priorities**. The Board is focused on supporting work that builds towards a growing and thriving community of dietitians who have a strong sense of belonging and who feel included in the association and in the profession.

Under the guidance of the Board of Directors, DC conducted an Equity, Diversity, and Inclusion (EDI) Audit. The goal of this work is to help DC identify barriers and opportunities to advance EDI as the association strives to establish more equitable and inclusive practices across the organization and in dietetics. This coming year, members will begin to learn more about the road forward and about commitments from DC towards a more inclusive association.

During this year there was a change in the executive leadership of our association, which provided the Board with an opportunity to reflect on the future of DC as the national association for dietitians in Canada. The Board of Directors has been carefully looking towards the future and asking questions such as: What will the profession look like in 10 years? What is our vision and how will we achieve it? What type of leadership is needed to do this work?

At the time of writing, we are preparing to welcome a new CEO. This is an exciting and hopeful time for the Board, as we look towards the future of the organization.

On behalf of the Board of Directors, I would like to sincerely thank DC members and staff for their commitment and perseverance in these most challenging times. I would also like to thank Barb Ledermann and Jennifer Wojcik for their professionalism, positive attitude, and hard work as Acting Co-CEOs.

I am very excited about the work the Board will be engaging in this year, and I look forward to working with all of you over the next 12 months.

Sincerely,



Entering a growth phase

A letter from Barb Ledermann and Jennifer Wojcik, Acting Co-CEOs

We would like to acknowledge and sincerely thank the Dietitians of Canada (DC) members, Board of Directors and staff for their support and encouragement during another year of both change and opportunity.

Despite the uncertainty around us and the challenges before us, the association has made progress against many aspects of the **2020-24 Strategic Plan**, including a second year of membership growth, improvements in the financial sustainability of the organization and success as the voice of dietitians in Canada.

During the past year, we saw many instances of DC's passionate members taking action on issues of importance to the profession, such as virtual practice and long-term care. DC continues to represent dietitians at the federal government level in several ways, including:

- participating in the national diabetes framework
- continuing the association's involvement with the Healthy Eating Strategy
- advocating for more workforce data
- advocating for the inclusion of dietitians in the federal student loan forgiveness program.

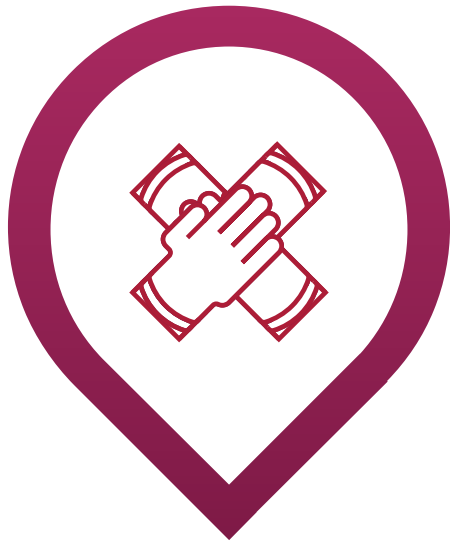
As the national association for dietitians in Canada, DC is focused on providing more value to members. Beyond the connection to a strong community of dietitians, we continue to provide practice-related benefits such as PEN: Practice-based Evidence in Nutrition®, special member pricing on professional development (including online courses, Learning on Demand and virtual events) and the highest value for professional liability insurance in the marketplace. We have further strengthened our commitment to the future of the profession by supporting students with free membership to the Student Network and student prices on learning, and by maintaining a stable student member fee year-over-year.

The past few years have been difficult ones. But the days and years ahead appear bright, as we watch the growth of the next generation of dietitians, welcome a new leader to DC and begin to lay the groundwork for the coming years – informed by members, partners and the new world we are all getting used to.

Sincerely,

Barb *Jennifer*

Find a list of Dietitians of Canada staff [here](#).



Community

Building a strong member community

It is important that all Dietitians of Canada members experience a sense of belonging to a mutually supportive community that is engaged, diverse, and inclusive. Our focus this year has been on laying the groundwork to improve the experience of DC members within the association and the profession.

EDI audit is the first step

This year DC conducted an equity, diversity, and inclusion (EDI) audit to obtain a baseline of where the association currently stands, so that we can measure progress as new initiatives are implemented.

As part of the audit, 98 members took part in one-on-one interviews and focus groups to share their experiences, and more than 700 members responded to the online survey. Sincere thanks to everyone who has participated in this important work. Your insights will play a key role in shaping the future of DC. You'll find more information on your [DC member dashboard](#).

DC Network Highlights

19

active Member Networks

33

network webinars

700+

participants

46%

of members belong to at least 1 Network

DC Networks provide connections and skills

The DC Networks are communities of members who engage in advocacy and education activities on areas of professional interest. Here is a selection of Network highlights from the past year.

- The **Indigenous Nutritional Knowledge Information Network of DC (IN-KIN-DC)** changed its name from the Aboriginal Nutrition Network. Says Deyowidron't Teri Morrow RD, Cayuga Nation of Six Nations of the Grand River, and Chair of IN-KIN-DC, "When we think of food and water as family, we honour a **kinship** that can be shared with our clients and our personal and professional development." Find out more about [IN-KIN-DC](#) and how you can join.
- The **Consulting Dietitians Network (CDN)** followed up last year's inaugural entrepreneurship summit with a three-day virtual conference in February 2022 called "Growing Your Business From Start-up to Scaling." Sessions were very well received, with participants indicating that the event had a significant impact on their practice. This key event drove an 11% increase in CDN membership.
- The **Household Food Insecurity Network (HFI)** and the **Gerontology Network** are currently involved in projects that are in progress. Watch for more information, including a paper and new content for PEN: Practice-based Evidence in Nutrition® from the HFI Network and National Long-term Care recommendations from the Gerontology Network.

Access to DC Networks is an important member benefit that provides opportunities to connect with others who work in your area of interest and to develop leadership skills. Find a [DC Network for your area of practice](#).



Support

Providing career-enhancing opportunities

An important part of DC's mission is to ensure that members have the educational and networking opportunities to support their practice. These include the annual conference, the PEN® System and the Canadian Journal of Dietetic Practice and Research. Surveys indicate that 85% of DC learning participants said DC provides learning opportunities that have significant value for their practice.

Conference 2021 gets new virtual platform

With COVID-19 still creating uncertainty and safety concerns, the National DC Conference was once again held virtually, with a flexible, nine-week schedule from May 5 to June 30, 2021. The theme was Building Bridges (*Bâtir des ponts*), indicating the need to strengthen connections between the many different groups and practice areas within dietetics.

The annual professional development event remains a significant opportunity for members to share knowledge and network with colleagues across the country. This year, 525 participants attended, learning from Braindates and some excellent sessions, including the five top-rated:

1. Helping families say goodbye to “picky eating”
2. Finding a way forward for traditional foods in health care
3. Bridging research with lived experience in developing transgender & gender diverse nutrition care guidelines
4. Breastfeeding: What dietitians need to know
5. Are you trauma-informed in your clinical practice?

If you missed Conference 2021, you can find replays of all sessions on [Learning on Demand](#).

Journal's impact is growing

The [Canadian Journal of Dietetic Practice and Research \(CJDPR\)](#) continues to play an important role in dietetic research, and this past year saw some impressive numbers to support this.

One measure of any journal's significance is its “impact factor.” This number measures the frequency with which articles published in the journal have been cited elsewhere within a particular time frame. The CJDPR's impact factor increased to 1.412 in 2021, up from 0.940 in 2020 – the largest increase in the publication's history.

Another signal that more people are using journal content to expand their knowledge or support their work: article views (both PDF downloads and online clicks) have increased 14% in 2021 from the previous year. The CJDPR is also being recognized as a desirable place to publish, with a 17% increase in the number of submissions over the previous year.

CJDPR Highlights

5

open access articles
in 2021-2022
(up from 2 in 2020-2021)

+14%

article views
(year-over-year)

+17%

submissions
(year-over-year)



[Baked Eggplant Sticks](#)

Nutrition Month 2022 recipe shared
by Anar Allidina

PEN System Highlights

346,000+
sessions

2.2+
million
page views



Lentil Sloppy Joes

Nutrition Month 2022 recipe shared
by Cheryl Jitta and Marcia Cooper

Last year the journal published its first invited commentary, "**Enhancing Response Ability: Dietetics as a Vehicle for Social Justice – A Primer**," by Jennifer Brady and Tanya L'Heureux.

If you're not already a regular reader of the CJ DPR, get to know it by checking out the top three articles from last year:

- **High Turnover in Clinical Dietetics: A Descriptive Analysis** (September 2021)
- **Canadian Hospital Food Service Practices to Prevent Malnutrition** (July 2021)
- **Exploring Barriers to Food Security Among Immigrants: A Critical Role for Public Health Nutrition** (January 2022)

CJ DPR is a hybrid journal, which means authors can choose to pay an article processing fee to publish their articles as open access content available to everyone. All DC members receive a 50% discount on this fee. Open access content is growing in popularity, which is a positive trend because it allows more people to learn about the important dietetic research taking place in Canada.

PEN[®] System continues value-based growth

Access to PEN: Practiced-based Evidence in Nutrition[®] ranks as one of the top three member benefits. This year witnessed a 25% increase in DC members who claimed their PEN access credits, included with DC membership.

Others are discovering its value too. The Danish Professional Society of Clinical Dietitians joined seven other national dietetic associations in the PEN Community in October 2021 and now provides PEN System access as a member benefit.

Part of what makes the PEN System so valuable is the currency of information, with 70% of practice questions less than 5 years old. The resource continues to grow, ensuring that new content is added to reflect the ever-changing needs of dietetic practice in Canada. Examples of exciting new content coming soon:

- A new Knowledge Pathway on nutrition and fertility
- Updated Knowledge Pathways on cancer prevention and autism
- New Practice Questions on meeting vitamin B12 requirements with a vegetarian diet; dietary patterns associated with environmental benefits; omega-3 supplements for individuals with heart failure; the impacts of fasting during Ramadan while pregnant; language for discussing weight; and probiotics for inducing remission in Crohn's disease.

Subscribers to the PEN System can be confident that they're using the best available evidence to guide their practice. Over the past year, the PEN team and member volunteers contributed to:

- 18 new/updated Knowledge Pathways
- 148 new/updated Practice Questions
- 261 new/updated client and professional Tools
- 16 new/updated Toolkits.

Be sure to **log in to the PEN System** to claim your annual access credits.



Voice

Ensuring the profession is valued and heard

As the voice of Canadian dietitians, DC participates in activities to raise the profile of the profession, ensuring that dietitians are valued – by the public, by other health professionals, and by policy makers – and that dietitians have influence in key decisions around nutrition and the profession. The continuing work on Nutrition Month, unlockfood.ca, and advocacy is aimed at accomplishing these goals.

Nutrition Month Highlights

23.2 million

DC mentions

+23%

Nutritionmonth2022.ca
page views

+11%

Social media toolkit
downloads

+99%

Find a Dietitian visits

Nutrition Month results

The 2022 campaign “Unlock the Potential of Food: *Ingredients for a Healthier Tomorrow*,” continued to evolve Nutrition Month as a time to focus on the profession and the issues that matter to dietitians. This year’s campaign delivered solid results in important areas.

- The Nutrition Month website was moved to unlockfood.ca to create a simpler call to action, and to highlight some of the updates and changes to this bilingual, public-facing website.
- Find a Dietitian received twice as many clicks compared to the previous year, indicating that many more Canadians are taking the important next step towards consulting with a dietitian about their nutrition needs.
- The social media toolkit was downloaded more often this year than last, a sign that DC members and others have been more actively sharing Nutrition Month messages.
- Downloads of the Activity and Ideas Guide were also up slightly from last year.



Unlockfood.ca Highlights

3.7 million
unlockfood.ca users

5.8 million
page views

130
updated articles

6
new articles



Ghanaian Bean Stew

Nutrition Month 2022 recipe shared
by Tracy Frimpong

Keeping an important resource current

The unlockfood.ca public education site is continually updated to ensure the public has access to reliable information about nutrition.

This site is also a tool for promoting dietitians, with valuable information about how they can support Canadians' health. By the end of March 2022, 771 DC members were represented in the Find a Dietitian section. Unlockfood.ca continues to enjoy a stable and impressive number of page views, indicating its success in educating the public about nutrition and the role of dietitians.

Advocacy work strengthens our influence

Advocacy is important to furthering the profession and its impact on the health of Canadians, and DC members play an important role in this work. Over the past year, advocacy activities were concentrated in three key areas: virtual practice, long-term care, and federal health initiatives.

Advocating for cross-border virtual practice. As more dietitians offer the option of virtual client consultations, DC members led a campaign to increase opportunities to practice across provincial borders. Special thanks to Jennifer House and the Consulting Dietitians Network who led the cross-border practice advocacy initiative. **To get involved, start here.**

Seeking improvements to long-term care. DC and DC members have been engaged in several initiatives regarding long-term care (LTC):

- As a member of HEAL (Organizations for Health Action), DC met with the federal Minister of Health and the Parliamentary Secretary to discuss DC priorities, including LTC and older adults.
- DC and the Gerontology Network have hired a team of consultants to write a paper on recommendations for standards in long-term care.
- Many DC members provided their expertise and leadership to the development of a new National Long-Term Care Services Standard.

Working on federal-level initiatives. DC has also been engaged in numerous discussions with the federal government. This work has included: participating in a national diabetes framework; meeting with Health Canada to discuss the continued involvement of dietitians in the government's Healthy Eating Strategy; and advocating to the federal government to include dietitians in the student loan forgiveness program.

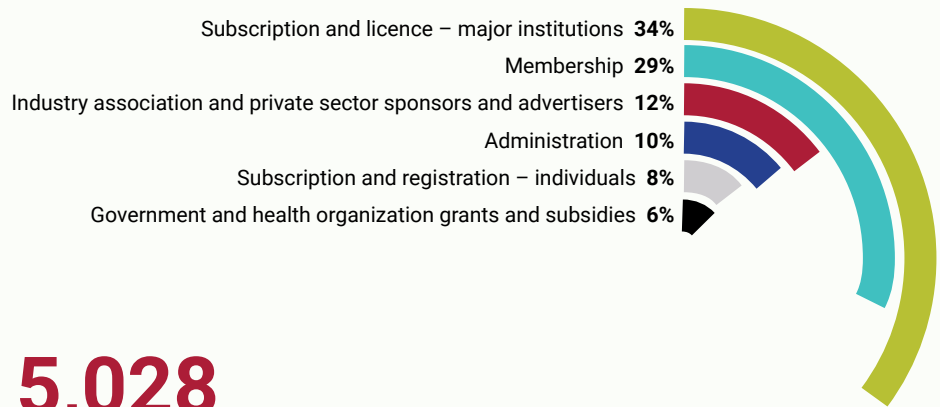
Amplifying DC's international voice

Eleven Canadian dietitians were featured in the virtual International Congress of Dietetics, hosted by the International Confederation of Dietetic Associations and Association for Dietetics in South Africa September 1-3, 2021.

DC is excited to be hosting the 19th International Congress of Nutrition and Dietetics, to be held as a live, in-person event in Toronto in June 2024. **Learn more about this prestigious event.**

Financial summary

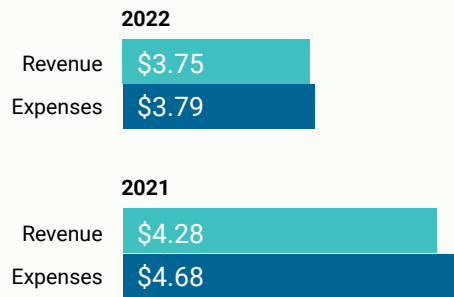
Revenue Allocation 2021-22



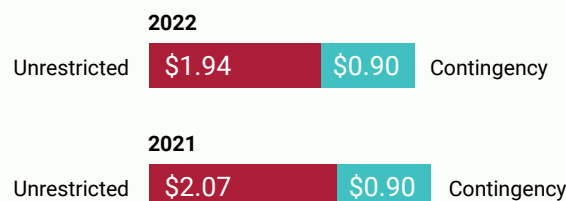
5,028

members as of March 31, 2022

Revenue and Expenses (\$ millions)



Balance of Funds (\$ millions)



Sustainability to support members

Creating a sustainable organization means ensuring that DC's financial situation is strong and stable enough to sustain the association's activities to support members. The pandemic has resulted in lower revenues, and we have reduced spending wherever possible to help balance this out. In 2021 there was a 2.3% growth in the number of members. DC's goal is to continue at about this rate for the next two years to ensure healthy membership numbers are maintained.

To view the March 31, 2022 Audited Financial Statements, please log in to the member section of dietitians.ca/Board.

2021 Member Achievement Awards

At the virtual National Conference in June 2021, DC recognized members who had made outstanding contributions to the profession and the association through their leadership, innovation, professional practice, research, and education. Congratulations to all award recipients!

DC Fellows



Angela Cuddy



Isabelle Giroux

Member Recognition Awards

Association Catalyst

Timothy Lau
Novella Lui
Lucia Weiler

Education

Paula Dworatzek

Innovation

Judy April
Susan Campisi
Denis Tsang
Carrie Verishagen

Leadership

Katrina Anciado
Chelsea Belt
Karine Chamberland
Breanne Drury
Anisha Mahajan
Dilkhas Mosa
Kehinde Sangill
Misha Sinha Roy
Tina Stewart

Recognizing the contribution of DC volunteers

This year, more than 800 members volunteered their time and skills to make a difference for all dietitians across Canada. As an expression of gratitude, DC created a Member Recognition Wall. This page acknowledges the valuable contribution of members to DC's many activities, advocacy initiatives, action groups, education and training sessions, events, Networks, research, and Nutrition Month activities. **Please take a moment to visit.**

PEN® Achiever Award

Rachel Prowse

Student Award (Undergraduate)

Nicole Weber
(Sponsored by Dietitians of Canada)

Student Award (Graduate)

Lisa Tang
(Sponsored by Dietitians of Canada)

2020 Ryley Jeffs Memorial Lecture

This year the 2020 Ryley Jeffs Award winner, Dr. Debbie MacLellan, was able to deliver the 2020 Ryley Jeffs Memorial Lecture at the 2021 DC virtual conference. The title of her talk was "Life Lessons: How an Ordinary Dietitian from Moose Jaw, Saskatchewan, Became President of the First Canadian University in Egypt." As a DC member, you are invited to learn about Dr. MacLellan's incredible career journey, with free access through **Learning on Demand** or in the **Canadian Journal of Dietetic Practice and Research**.



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.

Dietitians of Canada

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Visit us at dietitians.ca

