

CEO Progress on Organization Priorities 2016-2020



Organization Priorities

The organization's priorities set by the Board of Directors sets out the benefits to be produced by Dietitians of Canada for dietitians and for society more generally. Management has described what progress on each of these priorities will look like over the next three to four years.

Progress on Organizational Priorities 2016 -2020

Members will identify the most important issues for action and make the recommendations to be delivered to external audiences. Staff will support members with product development, marketing and communications, and by building the relationships needed to carry our key messages to the public, employers, decision-makers, and influencers such as other health professionals and the media.

Overall impact to be achieved:

Policy makers and the public acknowledge that nutrition is a primary contributor to improving health and that the dietitian profession's unique body of knowledge and skills makes an integral contribution to health improvement.

Priority #1: Dietitians continue to be recognized as the most credible and trustworthy source of nutrition advice **and** health care professionals, employers and influencers of public knowledge are increasingly able to distinguish between members of the profession and others.

What progress will look like:

- A strong dietitian brand that members embrace and the public recognizes
- More of the public has first hand experience with dietitians as a result of DC's public service initiatives
- Employers identify dietitians as the most qualified to be responsible for nutrition care and population health interventions almost all the time
- Most often the media reference dietitians as the authoritative source in their nutrition and health related communications
- More often other health professionals are reminded to think of dietitians first for food and nutrition advice for their clients

Priority #2 - Education produces qualified dietitians that meet the health needs of the population.

What progress will look like:

- Innovations in dietetics education models to which educators can agree will increase the number of students who can meet the agreed upon dietetics competencies
- Fifty new products each year for distance learning, and a growing collection of resources for advanced level and inter-professional practice, in addition to maintaining valued programs and services such as a national conference.
- More association members helped to set personal leadership goals, have success in leading others, and are satisfied with progress on their leadership goals.

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Priority #3: *Dietitians and other health professionals have increased access to profession's unique knowledge base **and** there is increasing awareness globally of international standards for education and good dietetics practice*

What progress will look like:

- More dietetic students throughout Canada are using PEN to achieve dietetics competencies, and members rate PEN highly as a support for evidence-based dietetics practice.
- More often other health professionals receive evidence-based reviews on topical issues from Members.
- Increasing opportunities for members to engage with international colleagues to shape international standards and perspectives on important matters facing society
- Increasing contributions of the PEN system as a support for implementing the international standard for evidence-based dietetics practice.

Priority #4: *Decision makers in education systems, public health and health systems, agri-food and other relevant sectors have readily available evidence-informed and actionable advice that informs policy in support of a healthy food environment **and** decision-makers have accurate information about the role and contribution of the profession in the evolving delivery of health services.*

What progress will look like:

- A meaning of 'sustainable food system that promotes healthy diets' that dietitians stand behind is readily accessible to Members for putting forward in intersectoral dialogue and the profession is at multiple tables to advocate innovations that members stand behind;
- Top barriers to healthy food environments identified for local advocacy action with evidence-informed recommendations to put on the table with decision-makers each year;
- DC is a partner for building capacity to implement policies and programs for which it has advocated, and decision-makers across Canada know the difference Dietitians have made in this way;
- Evidence-informed materials linking the role and contributions of Dietitians to provincial health services delivery priorities are available to put in front of decision-makers, at the right time;
- More evidence. For example, there will be new evidence about adoption and use of the international eNutrition Care Process in Canada that members can use to influence workplace information systems decision-makers. In the second and the third year, \$50,000 of new funding from DC and partner(s) will be available for research that informs an economic analysis for one nutrition service delivery model; and
- Members have compiled information to put on the table with employer/union decision-makers among Canada's Top Employers about the contributions of dietitians to health outcomes for informing their decisions to include dietitians' services in extended health benefits plans.

We will be more successful together.