



## Michigan Dietetic Association

*Debi Silverman, MS, RD, LD, FADA  
President*

*Julie Hauck, RD  
Editor*

### When You've Only Got...5 Minutes

- The results of the Membership Survey are in...Read about how the MDA Board plans on meeting members' concerns and needs on page 2.

- Do You Have E.N.E.R.G.Y.? MDA has "kicked off" the Healthy Weights for Healthy Children Initiative. Learn how to be involved in this exciting statewide project on page 2

- The Top 5 Issues of members of ADA are identified on page 3. See how they compare with yours.

- Have you ordered your Fit Kit to help promote a Healthy Lifestyle? Learn how to get your free kit on page 3.

- Plan to attend the Breakfast event sponsored by MSU and MDA at this year's ADA FNCE. To RSVP, see page 3.

- Are you planning to attend the Calcium Summit on September 25th? Learn how to reserve your seat on page 3.

- Jane Libby, At-Large Delegate to ADA, wants to hear from all retired members. See how to express your concerns and issues to her on page 4.

**Have you checked out from ADA ...**

**- the Courier online?**

**- the Dietetics in Practice newsletter?**

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### Coming Soon...

### MDA's Web site

Available to members in late September...

Watch for the URL in the next issue of The LINK

## **Report from the Board**

The Board of Directors would like to thank everyone who completed the Membership Survey. We would like to share with you the results:

The majority of respondents view their memberships in MDA and their District Associations as benefits for continuing education and networking. Membership in a District Association provides members with opportunities in personal growth and development. The MDA Annual Conference is a major benefit for continuing education.

The future focus of MDA should be on increasing public awareness and promoting dietetic professionals and addressing a health problem or community outreach through a public campaign. MDA will be working to achieve this member directive through the Healthy Weights for Healthy Children Initiative.

The majority of respondents viewed district continuing professional education programs, networking opportunities, legislative activities, and public relations activities as high or most important. MDA has trained for each District Association a Media Representative to manage public relations, and the District Associations will continue to offer professional education programs and networking opportunities. Legislative activities will continue to be coordinated this year on both the Federal and State levels.

Based on the responses from the survey, it was concluded that actions taken by the MDA Board should concentrate on the promotion of the nutrition expert and increasing awareness of the profession through public outreach.

The MDA Board, through publications such as The LINK and District Association newsletters, and through our new Web site, will be working to communicate with our members to provide information and to obtain input in a manner that is fast, fluid, and flexible. The Strategic Plan of the Association for 2001-02 supports the findings of the Membership Survey. The Board will be working to align the governance structure, services, and activities of MDA to respond to the needs of its members. We look forward to hearing from you throughout this year.

## **Healthy Weights for Healthy Children Initiative Do You Have E.N.E.R.G.Y.??...**

is the slogan for MDA's initiative to educate and aid Michigan families dealing with childhood weight issues. Although the information regarding childhood obesity is not news to dietitians, it is an area of concern for Michigan families. Currently few guidelines or resources exist for families facing these issues on a daily basis. It is because of this "gap" that MDA is gearing up to create and provide a REAL, HANDS-ON program with multiple goals.

**Do You Have E.N.E.R.G.Y.?** will consist of three separate components...public education, policy, and professional education. Each component will produce and disseminate materials and conduct activities that are appropriate for the target audiences.

The **Public Education Task Force** will be responsible for the production and dissemination of client education materials in a number of different venues, from free family seminars in each district to the creation of materials to be distributed in physicians' offices and schools. The Task Force will be working to partner with corporate sponsors and school districts and coordinate their activities with other public groups or associations to optimize the dissemination of our message. MDA is a supporter of the Michigan Department of Community Health's Healthy Lifestyle Program and advocates use of the Fit Kit developed for this program.

The **Policy Task Force** will be working to create a position or white paper on how to deal with childhood weight problems and family dynamics in a compassionate, empowering, and realistic manner. We are currently investigating the ability to partner with the Governor's Council on Physical Fitness, Health and Sports.

The **Professional Education Task Force** will be developing guidelines and training sessions for dietetic professionals and other professionals to enhance their knowledge and skills in pediatric weight management. A goal of this Task Force is to offer a major session at the 2002 MDA Annual Conference.

If you would like more information on this Initiative or would like to participate on any of these Task Forces, please contact **Julie Feldman, MPH, RD, the Initiative Leader, at 248-424-3000, ext. 3641.**

## Top 5 Member Issues

The House of Delegates of the American Dietetic Association has identified the top 5 Member Issues for discussions that will take place at their Fall Meeting.

# 1 Issue = **Concern about low salaries**

# 2 Issue = **Competition / Encroachment in the Marketplace**. This issue includes professional encroachment by other professions, and how to help dietitians compete in the marketplace. In an environment that is increasingly dominated by automation and outsourcing we must investigate how employers and clients perceive an "essential" service provider, and what competition will be experienced in the future.

# 3 Issue = **Promotion of the Profession as the Food and Nutrition Expert**. This issue includes how to keep members on the cutting edge and involved with the public, how to become proactive on emerging issues, how to impact cultural change within our members, how to enable members to become greater risk takers and cope with changes in the work environment, how to promote respect for and utilization of our services, and how to increase visibility and recognition in the community.

# 4 Issue = **Competencies / Training / and Lifelong**

**Learning**. This issue includes what topics should be offered at FNCE, what competencies members need to be well positioned in the future, what are the lifelong learning needs of members, what will it take to advance the profession, and how will members need to be prepared for the changing marketplace.

# 5 Issue = **Consumer Perceptions / Customer Service**. This issue includes how we can provide information for consumers to enhance satisfaction and how can advertising be improved towards medical nutrition therapy and to locate dietetics professionals.

## MDCH Debuts Fit-Kits

On July 10th, Michigan Department of Community Health Director, James K. Haveman, Jr., announced the Healthy Lifestyle Program, a new effort to help overweight residents get healthy.

This program is designed to help Michigan residents control their weight and reduce the risk of heart disease, diabetes, and other serious medical conditions.

The initiative includes a Fit Kit with tips for nutrition and exercise and discount coupons for sporting goods equipment at MC Sports stores. It also contains several practical aids such as:

- *On the Road*, a guide to keep in the car to help with eating away from home;
- *A Supermarket Survival Guide*;
- *A Cook's Guide* to flavorings;
- *Low-Fat recipes* featuring Michigan foods;
- *Fun Foods-Fit Kids*, tips for good eating and physical activity habits for children.

The **Fit Kit** is available **free** by calling **1-866-4-FIT-KIT (1-866-434-8548)**.

Order Fit Kits for your clients and for yourself and help promote the Healthy Lifestyle Program for Michigan citizens.

**MDA is a partner with MDCH in this project.**

**You are cordially invited  
to attend a  
Breakfast  
given by  
Michigan State University  
&  
Michigan Dietetic Association**

**ADA FNCE  
Sunday, October 21, 2001  
Promenade E Ballroom  
Adams Mark Hotel  
St. Louis, MO  
7:00 a.m.**

**R.S.V.P. to Stella Cash  
by October 15, 2001  
517-355-7713**

## Calcium Summit

Michigan State University September 25, 2001

8:30 a.m. to 3:00 p.m. Seating is Limited

For information or to register, log on to: [www.udim.org](http://www.udim.org)  
or call Karen Giles-Smith at 1-800-241-6455, ext.227

## Message to Retired ADA Members

Greetings to retired ADA members! I am Jane Libby, and I am the Delegate representing you in the House of Delegates of The American Dietetic Association. A member does not have to be in the "Retired" membership category, but merely be retired. I, myself, remain an "Active" member of ADA. We represent a large and growing segment of the membership, and we have very definite concerns. Our full time careers may be coming to a conclusion, and that means that other opportunities may be opening up for us. If you want to share interest and concerns with one another via email or regular mail, please contact me at JANELIBBY@aol.com or at 601 Burton's Cove Way, #2, Annapolis, MD 21401-8811. I also want to be able to exchange insights and opinions with you as issues arise for House of Delegates consideration. I look forward to hearing from you.

Jane Libby, MA, RD, LD  
At-Large Delegate - Retired

## Coming to the Next Issue of The LINK

Beginning with the October issue of The LINK, a new feature titled, *Dilemmas of Practice*, will debut. The column will present a current dilemma or concern in dietetics practice, that is being experienced by one or more of our members. MDA experts from the Council on Professional Issues Quality Management Team will provide input on ways in which the dilemma or concern can be resolved or addressed. If you would like to share a current dilemma or concern to be featured in this column, email it to Debi Silverman, MDA President, at [dwsilver50@msn.com](mailto:dwsilver50@msn.com).



**Michigan Dietetic Association**

P.O. Box 88066

Kentwood, MI 49518-8066

**Deadline  
for the next issue of  
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is  
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