

Michigan Dietetic Association

The LINK

Winter Web Edition 2003

Carol A Grafford, RD, CDE

President's Update

MDA Annual Conference
May 29-31, 2003

Dear friends,

A few months ago, I had the honor and privilege of meeting a wonderful human being by the name of Kristine Champagne. Kris is a Program Associate with the Family Nutrition Program (FNP) up in Michigan's UP. FNP is one of the MSU Extension services.) Kris' job is to help improve the nutritional intake of her clients. One of the very valuable ways she improves clients nutritional intake is by going into the clients' homes and teaching them how to cook. Many of her clients are illiterate, so for them, Krisa relies on small handful of "picture" cookbooks. The ingredients are shown as pictures, the quantities are shown by pictures of measuring cups/spoons/etc, and the instructions (rinse, chop, stir, etc) are also shown by pictures. Kris tells me that her clients' capacity to feed themselves well improves dramatically when she uses these specialized cookbooks. Here is the kicker: In addition to illiteracy, many of Kris' clients also have diabetes (mostly Type 2, mostly obese). Kris is not an RD, but she tries hard to help her clients follow the medical nutrition therapy prescribed by each client's RD (usually given in exchanges or carbs). She does not know how to **(continued on next page)...**

... *Mark J. Messina, PhD*
Featured speaker sponsored by
Michigan Soybean
Promotion Committee

Mark Messina received a MS degree in nutrition from the University of Michigan in 1982, and a PhD in nutrition from Michigan State University in 1987. From 1987 to 1992, Dr. Messina was employed as a program director in the Diet and Cancer Branch, National Cancer Institute, National Institutes of Health. In 1990, Dr. Messina organized a workshop on the role of soy in cancer prevention. As a result of this effort, the National Cancer Institute allocated three million dollars toward research on soybeans. Since leaving the National Cancer Institute, Dr. Messina has devoted his time primarily to the study of the health benefits of soyfoods. He is the chairperson of the editorial advisory board of, and writes a regular column for The Soy Connection, a quarterly newsletter that reaches over 100,000 dietitians and other health professionals.

VOTE

Cecilia Fileti, MS, RD, FADA from Michigan is nominated for

ADA Board of Directors
"Director at Large"
3-year term beginning
June 1, 2003

This is on the general ADA ballot - all ADA members can vote.

Cecilia is a longstanding member of MDA, and has extensive experience in leadership at the MDA and ADA level - vote for Cecilia when you get your ballot!

PRESIDENTS UPDATE

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calculate the exchanges or carbs in a recipe. When I met her, Kris asked me where/how she could get the carb content and exchange values for the recipes in her "picture" cookbooks. I told Kris that anyone with access to Nutritionist Pro or similar nutrition analysis software could do the calculations, but I see this as a very small way of looking at the problem and its solution.

It seems to me that poverty, illiteracy, low-literacy, obesity and diabetes are everywhere, not just in a small corner of the UP. It seems to me that it would make more sense to work with the cookbook's author/publisher to get all the recipes analyzed, and have that included in the next edition of the cookbook's, so that this very

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2002-2003 District Presidents

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E-mail:

LeslieSusanL@msn.com
gpanrd@yahoo.com
kgs@udim.org
Swihart@trinity-health.org
mthiede@lifesci.wayne.edu
dandmnaylor@aol.com
Greggh@avci.net
ptembreull@portagehealth.org
cimrd@aol.com

Web LINK to the EDITOR

At Large Director of Communications

Karen Jackson
1300 E. Lafayette #2211
Detroit, MI 48207
Phone: 248.262.9241
Fax: 248.948.9691
E-mail: kjackson@aaa1b.com
Please email articles for eLink


Save The Date

MDA Annual Conference
May 29-31, 2003 (Thurs-Sat)

Valley Plaza Resort, Midland
Campsites Available!!!

PRESIDENTS UPDATE

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“One of the very valuable ways she improves clients nutritional intake is by going into the clients' homes and teaching them how to cook”.

needed information would be available to all FNP Associates and their clients on a national level. Beyond diabetes, analysis of calories would be helpful for the obese clients, and sodium for the hypertensive clients. If we look at the problem/solution in this bigger light, there are some bigger possibilities, including:

- 1) grant opportunity (consider grant writer, hardware/software, RD and/or other staff, printing/publishing, etc)
software, RD
and/or other staff, printing/publishing, etc)
- 2) major student/intern project
- 3) project for unemployed RD (retiree, stay-at-home mom, other)
- 4) other???

Part of the Michigan Dietetic Association's mission is to promote "optimal nutrition and well-being for all people" - including those with special needs. I hope that this message has sparked an idea or suggestion that will help Kris and/or the larger problem - please email Kris at : champagk@msue.msu.edu . Maybe you can think of someone else who might be able to help - please forward this message to them. Maybe you have a resource (time, software, staff) that you could offer to this project - please email Kris. Thank you in advance for your time and expertise. Peace and Health,

Carol A Grafford, RD, CDE
MDA President 2002-03

*...ADA's Legislative Team
see it here*

November 21, 2002

"The Role of ADA in Food, Nutrition and Health Policy" PowerPoint Presentation, ADA 2002 Food & Nutrition Conference & Exhibition is now available at <http://www.eatright.org/gov/> . Presented by the co-chairs of the Legislative and Public Policy and chair of the Nutrition Policy Task Force.

If **dietetics** is your **profession**,
politics is your **business**!

Attention MDA members, The ADA's Public Policy Workshop is scheduled for March 18-20, 2003.

This year should prove to be an exciting year as we move on to important issues such as Child Nutrition and Obesity. Anyone interested in attending should check out PPW section of the ADA's website for more info, or contact Laura Freeland Kull, M.S., R.D. at: LKull@madonna.edu. If you are unable to attend the PPW but would like to help out, consider donating to the ADAPAC Fund Walk. Attendees will be participating in a 2 mile walk to raise money for the ADAPAC Fund. Anyone can donate \$25.00 to sponsor a walker. Contact Laura Freeland Kull at above address.

Attention MDA Members, an important opportunity is at hand!

Anyone interested in making a positive impact on the health of today's youth should read on....

The American Dietetic Association recently partnered with more than 30 national education, fitness nutrition and health organizations to plan and participate in the Healthy Schools Summit. A critical component of the Summit was the development and launch of Action for Healthy Kids state teams. The Michigan Team needs more of our dietetic professionals to be involved. We cannot be left out of this important opportunity. We can provide the nutrition leadership for these teams and play a critical role in educating administrators, school board members, and state and federal legislators on responses to childhood nutrition and obesity.

Anyone interested in becoming active on Michigan's Action for Healthy Kids Team should visit www.actionforhealthykids.org. If you have any questions, contact Action for Healthy Kids at 800-416-5136 or Stacey Weintraub at ADA800-877-1600 ext 4852 or via email: sweintraub@eatright.org.

From Parallel Career to Dream Job

Carol M. Meerschaert, RD, LDN

Close your eyes (after you are done reading this!) and imagine your perfect day at work. What are you doing? Writing a book? Counseling an athlete to help her set a world record? Lecturing an enthralled room full of health professionals hanging on your every word? Teaching children healthy eating? Dream about your location: home office, rented office, beach, high-rise suite in the city.

Last year at the FNCE I led a roundtable at the NE Breakfast entitled “Your Dream Job in Dietetics.” During the Executive committee conference call when we were discussing who could give such a talk I spoke up and said, “I consider myself at work right now and I am in a bathing suit, on the deck overlooking the golf course. I think I can speak about a dream job!”

My dream job

I hate to be scheduled so my dream job involves total flexibility. I get bored very easily, so I dream of multitasking and a job that involves numerous duties, working with lot of people so there is never a dull moment. I really enjoy mentoring and seeing young RDs go from fresh students to accomplished professionals. I want to keep up with the latest science in nutrition and be able to share knowledge once I have acquired it.

Most of my work time these days is in my role as the Executive Director of the Massachusetts Dietetic Association. It meets all my dream job criteria. First and foremost I have a flexible schedule. My contract suggests an average of 30 hours per week but I choose the hours. I may update the website at 4 am or send some emails Saturday morning. My duties include everything from financial management, negotiating contracts, editing the newsletter, assisting in writing a grant application and mentoring new members. Since much of the communication involves email and the office phone is a cell phone I can work from anywhere in the country and I certainly take advantage of that! I use my experience in the many dietetics jobs I've held to help select topics for our conventions and use my volunteer experience to assist the MDA members in their volunteer efforts on behalf of the association.

But my job with MDA has only been a part of the dream. For more than a decade and a half I have lived in the world of nutrition entrepreneurs. In 1987 I started my practice, “Your Favorite Dietitian” in a typical fashion, doing individual counseling, writing for my hometown newspaper and teaching cooking classes. Through the years my practice has morphed as opportunities presented themselves and my tastes changed.

In 1994 I entered into a venture involving a start-up biotech company. That company had a \$100,000 NIH grant funded and I found myself the president of a biotech company. Previous management classes and experience running my practice sure came in handy when budgeting, purchasing and financial reporting came into play. That company later got another grant of over \$100,000 and I got to work with consultants from the CDC and Johns Hopkins, and I had employees who were PhD scientists.

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Our Mission

The Michigan Dietetic Association promotes optimal nutrition and well-being for all people by advocating for its members.

ADA Membership Update

We are pleased to tell you that as of the end of November 2002, ADA's total membership in the Active category was 811 greater than it was at the end of November 2001, a one and a half percent increase. While only time will tell whether this signifies a re-emergence of a growth trend, it is the first time in many years that ADA has seen a year to year increase in Active members.

Offsetting this growth was a drop in the Student membership category of 1,118 members, a result of ADA's decision to reclassify several thousand members out of this category last year. Obviously, a significant number of members no longer eligible for the Student category have elected to rejoin in the Active category at a significantly higher dues level. This report will be updated in the coming months as we continue to add members.

Total ADA Membership

The total number of ADA members varies on a daily basis. The total membership number includes Active, Student, Retired, International, Honorary, and Life members. It takes into consideration those that renewed during the membership drive, new members (those who had never been members of ADA), and reinstated members (former members who have re-joined). The total ADA membership as of November 30, 2002, was 65,073. This number compares to a total membership of 65,423 as of November 30, 2001. ADA will continue to add memberships for 2002-2003 until February 1, 2003. The chart below summarizes, by membership category, ADA membership as of November 30th for 2001 and 2002.

Membership Marketing and Communication

For the 2002-2003 membership year, recruitment and retention activities have been developed to be outcomes directed and to include new targeted marketing to current members and prospects. Some of the newly implemented strategies include:

- Member-Get-A-Member campaign (targeted to Active, Retired and International)
- Fall promotion to all non-members RDs and DTRs – emphasis on what's

- new, and “must have” benefits
- Regionally targeted marketing to non-members attending CDR Weight Management Certificate Program
- Member-Get-A-Member campaign (targeted to Students)
- New International category promoted in International newsletters, web sites and at meetings
- Member Service Center “upselling” membership to qualified callers
- PowerPoint for leaders featuring ADA benefits
- Leader's Choice (5 members a year challenge)
- Letter to non-renewers encouraging them to rejoin
- Letter to employers of dietetics professionals (limited scale) offering discounted trial membership during December 2002
- Targeted marketing to members dropped in 2002 who had 5 or fewer years of membership (*Journal* CPE coupons included)
- Direct Mail campaign to non-member dietetics students

Adding Member Value

Additional efforts to bolster membership recruitment and retention center around adding member value:

- Compensation and Benefits Survey
- Model Job Descriptions book
- MNT newsletter and MNT on member only Web site
- Nationwide Nutrition Network at no additional fee (as of June 2003)
- Daily News
- *CEO Digest*
- *Journal* – 2 CPE articles per issue, 2 hours of CPE per article (beginning September 2002)
- Teleconferences and Web broadcasts for CPE credit
- Group rates for auto and home insurance

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As the Internet came into everyone's home I jumped aboard and wrote nutrition columns for Mothernature.com and NewOrganics.com. When "dot coms" became "dot bombs" I once again returned my writing focus to print media. Magazine writing is a dream job for me. While I enjoyed writing the books I have written, I much prefer the "short and sweet" aspects of feature article writing. I am now able to continue keeping up with the scientific literature as I research articles for Today's Dietitian magazine and I can mentor new writers in my role on their Advisory Board.

Your Dream job

So enough about me. What is important to you? Money? Power? Prestige? The ability to make a marked difference in people's lives, public policy, nutrition knowledge through research or changing the entire profession? Do you dream of being able to say, "I work at a prestigious hospital or university"? Do you dream of living and working in a beautiful city, state or surroundings? How do you make your dream a reality?

Plan

You know what you want and it most likely won't fall in your lap tomorrow. But in case it does, better get with a plan. As Jean Luc Picard of the Starship Enterprise says "make it so." If you can dream it, you can do it. You must be ready to pounce:

- ***ALWAYS have an updated CV. Update it after EVERY interview, article, project, and milestone.***
 - ***NEVER leave the house without business cards***
- ***ALWAYS have samples of your work ready to go: writing clips, videos of lectures or interviews, letters from doctors and clients, URLs of your work that's on the web (do an ego search).***
- ***NEVER be shy. Let everyone know what work you want. Use your contacts and make new ones. Work that room, baby!***

You can dream it and you can do it. Just go for it!

Carol Meerschaert, RD, LDN can be reached at carold@maine.rr.com.

If you are interested in becoming a Nutrition Entrepreneur contact us at Nedpg@aol.com or visit our website at <http://www.nutritionentrepreneurs.org>.

Colorectal Cancer Awareness Network (CRAN) Summary of the Kick-off Meeting

On October 29, 2002, in Novi, Michigan, ninety-seven committed people gathered to hear and respond to experts in the field of colorectal cancer (CRC). The attendees represented a variety of organizations including health departments, cancer centers, special interest groups (including ethnic groups), hospitals, health plans, community organizations and organizations that educate the public. Professionals attending included doctors, nurses, educators and administrators. Geographic representation included people from southeast, west, central, northern parts of Michigan as well as the Upper Peninsula.

The agenda was comprehensive and experts in the field addressed issues in prevention, detection and screening. The ultimate goal: To explore ways to raise public awareness of the need for colorectal screening in order to decrease incidence and mortality from colorectal cancer in Michigan.

The meeting began with an overview of the state of CRC in Michigan and counties with high mortality rate were identified. Colorful maps graphically illustrated that screening for breast cancer has improved dramatically in Michigan compared to CRC screening. Other highlights of the comprehensive agenda included:

- Medical aspects: Dr. Anthony Shields presented current information regarding screening, diagnosis, pathology and treatment.
- Media access: Keynote speaker Patricia Anstett told the story of her own mother who died of colorectal cancer. She raised caregiver issues as well as issues of insurance coverage for screening. In the question and answer period the audience engaged her in discussion regarding ways to reach the media to promote screening.
- Community models for raising CRC awareness: Representatives from a city hospital, a statewide health plan, and workplace model described their projects in detail, providing a wide variety of ideas.
- Legislative issues: Alan Mills from the American Cancer Society (ACS) described ACS work at the national level supporting legislation to mandate coverage for screening colonoscopy.
- Resources: Staff reviewed available resources and innovative ideas as presented in the resource packet given to each attendee.
- Call to Action: The mission of CRAN is to promote colorectal cancer awareness and the importance of screening among all Michigan men and women through public education. The Network's first milestone is Colorectal Cancer Awareness Month in March 2003, but activities will not end then. **Call Paula Garthe (517-664-1314) at the American Cancer Society for details. Visit the Member Home page of the MDA website at www.eatrightmich.org for forms and materials to help you plan activities for Cancer Awareness Month.**

Flavor Boosters for Low Sodium Cuisine

by Jill Nussinow, MS, RD, *The Vegetarian Connection*, on behalf of Food & Culinary Professionals DPG, www.foodculinaryprofs.org

Shaking the salt habit can be tough for many people, especially when used to the taste of processed and “fast” food. Making the switch involves taste bud adjustment and learning to heighten food flavors without the salt shaker.

Try some of these savory solutions for boosting flavor while slashing sodium:

Go green. Use herbs whenever possible. Add dried herbs early in the cooking process; add fresh towards the end.

Spice up your food life. Learn which herbs and spices complement which foods. Try dill with fish or carrots; tarragon with chicken or asparagus; nutmeg with spinach or broccoli and cinnamon with lamb or rice.

Do a dash. Choose a few favorite store-bought salt-free blends or make your own to use regularly. Blends are available that complement fish, poultry, meat, vegetables and more.

Just juice. Lemon, orange, lime or grapefruit juices all add a punch of flavor without the excess sodium. Other juices or juice concentrates such as apple or cranberry can also boost flavor, especially in salad dressings, glazes and marinades.

Zest for the best. Citrus zest, such as that grated from oranges, lemons and limes, adds definite zing to sauces, salad dressings, stews and rich dishes and may be protective against certain cancers. Use a fine grater only on the colored part of the fruit to add zip to almost anything.

Vital vinegar. Stock up on vinegar--have at least a few that you can add to perk up and balance flavors. Select from rice, white or red wine, balsamic, apple cider or fruit vinegar to use in salad dressings or instead of salt at the end of soup, stew or sauce preparation.

Peak experience. Think flavor “peaks”. Use items such as bits of sundried tomatoes, dried mushrooms, roasted peppers, minced fresh garlic or ginger root, or spicy and bitter greens such as arugula, radicchio or watercress. Just making one “peak” change can create a dramatic difference.

Bold bits. When using higher sodium items such as Parmesan or other salty cheese, cured olives, capers, ham or bacon, add them in small amounts as a garnish. Their flavor will come through boldly.

Glazes, not gravies. Most packaged, canned or bottled gravies are high in sodium. If you don't want to make your own lowered-sodium gravy, go for glazes made with reduced juice, wine, sweeteners, herbs and spices. Additions such as grated ginger root and garlic really add pizzazz.

Make marinades. Start with juice, wine, water or low sodium broth, add herbs and spices, some vinegar or lemon juice and marinate your meat, fish, poultry, tofu or tempeh for at least a half-hour. Unused marinade can be used as a sauce or glaze.

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Balancing act. Be sure to taste what you prepare to be sure there's a flavor balance of sweet, salty, sour and bitter. Decreasing the salt will usually require adjustments in the other components to achieve a satisfactory balance.

Salt as seasoning. If you must use salt, add it at the end of cooking. When it is on top of the food, you can taste it more. A salt blend will have less sodium and more flavor. Try Gomasio, a Japanese salt, sesame and seaweed combo on noodles or stir-fries.

Pleasurable pain. Splash hot pepper sauce on savory cuisine to kick up flavor without extra salt. Sometimes just a drop or two is all you need to perform this chef's trick.

Can the cans, watch the bottles. Steer clear of high sodium canned foods. Instead, use their unsalted or lower sodium counterparts. The same holds true for bottled sauces, such as Worcestershire, barbecue or soy, salad dressings, mustard or ketchup. Hunt for reduced sodium versions, prepare your own, use alternatives or just use less.

NOTE OF PERMISSION: Food & Culinary Professionals (FCP) DPG grants permission

Congratulations

**Cynthia (Cinde) Rutkowski, MA, RD, FADA
Nominated for ADA House of Delegates
"Director" position-year term beginning
June 1, 2003.**

**This is within the House of Delegates ballot only - only Delegates to ADA can vote.
Cinde also is a longstanding member of
MDA with extensive experience in MDA
and ADA leadership - wish her luck!**