

MDA Link Newsletter: Fall 2004

From the President:



Happy Fall to all Michigan Dietitians,

It “smells” like autumn to me. Leaves changing colors, apple cider, pumpkins, all signs of one of the most beautiful seasons in Michigan.

First of all let me express my sincere appreciation to Michaeline Raczka and the 2003-2004 Michigan Dietetic Association Board of Directors for their time and dedication to MDA. I also want to thank all of the members of the 2004-2005 board for volunteering to serve MDA. *Plus* many thanks to all dietitians in Michigan for their dedication and service to Michigan residents.

It is an exciting time for dietitians. We have been invited to participate in some of Governor Granholm’s initiatives to fight obesity in Michigan – “Michigan Healthier Communities” and “Michigan Steps Up”. We are being recognized as the healthcare professionals who can help Michigan in the fight against chronic disease. We all know that we are specifically educated and trained to lead the way to a healthier Michigan. Now we are being called upon to share our expertise in many new ways. We will keep you informed about how you can help with these initiatives.

This year MDA is focusing on licensure, demonstrating member value in ADA and subsequently MDA and promoting you, the registered dietitian in Michigan, as the leading source for food and nutrition.

We are continuing to forge ahead on our licensure bill. Due to the elections this year, the legislature will have limited sessions until Jan. 2005. So our licensure bill is “on hold”, not dead in the water. There are two areas that need YOUR input: the first is the Documentation of Harm cases and the second is tracking outcomes on your patients. Many of the documentation of harm cases that we have are from 1999 – we need some new information. Tracking outcomes is essential to show that registered dietitians impact a Michigan resident’s health and the bottom line – money. Please participate in these initiatives and also use them to demonstrate your value at your workplace. Forms to help you with this are available on the MDA website: www.eatrightmich.org in the Members Only section. Please submit them to Laura Kull, lkull@madonna.edu.

During the next 9 months, Judy MacNeill, MDA President-Elect and Eileen Mikus, MDA delegate to ADA, and I will be visiting one of your district meetings to inform you about what is going on at the national and state level and to field your comments and your questions. Please consult your district calendar for the exact date and time. Judy, Eileen, and I look forward to meeting each and every one of you.

Thank you for your dedication to your profession and for your support. Happy Holidays to all of you and your families.

Lee

Lee McDonagh, RD, CDE
President, MDA 2004-2005

Writing Educational Materials

By Dawn Dahl, Wayne State University
Dietetic Student

An important task in our field is to convey correct nutrition information to the public. Whether you are a practicing RD creating new educational pamphlets or a dietetic student working on educational materials for a rotation, we often wonder where to begin. Developing educational materials takes time, effort, and a focus on the topic. In a real sense, the information we create is also a marketing tool for our field.

Important considerations in developing material are the target audience, content, format, and the reading level of the audience. The first step in composing educational information should be determining your audience. In preparing the material, realize that knowledge and learning skills are different for children, adults, the elderly, and other subgroups of the population. With the target audience in mind, focus on the educational goal: What are the key points that you want your client to come away with after reading the material? Some helpful techniques include:

- short sentences
- active voice
- clarity
- organization
- visual perception
- Avoid information overload

Keep in mind that brochures and written educational materials alone cannot change health behaviors; that's where the dietetic professional comes in. However, written material can provide accurate information in an understandable format that the client can refer to after contact with the dietitian. Next time the need arises for a new pamphlet, try following these simple these ideas. Before you know it, you will be delivering accurate information that helps your clients make healthy and lasting changes.

Dawn Dahl is a senior student in the Coordinated Program in Dietetics at Wayne State University. She lives in Sterling Heights with her husband Jim and two children, Ashley and Austin. Her articles in upcoming Link issues will focus on news and information relevant to both practicing dietitians and dietetic students.

From: "How to Publish For Your Practice" at:
<http://www.ama-assn.org/amednews/2004/07/26/bisa0726.htm>.

Benefits of ADA Membership

By Nancy Kennedy MS, RD

Are you considering NOT joining ADA this year in order to save a little money? Maybe you think ADA membership isn't worth it. It is a big organization. What exactly do they do for you? The following are a few benefits of being a member of the leading organization for nutritional professionals, the American Dietetic Association:

1. Access to both scientific and practical information that you need for continued career success through the following publications:
 - a. Journal of the American Dietetic Association, print and online
 - b. ADA Times, a must-have bi-monthly newsletter on nutrition news, practice tips, legislative issues and news events, sent to your email
 - c. ADA Daily News, an update on national nutrition issues sent to your email daily
 - d. Scientific Summaries, hot research topics on the ADA website Member's Only section
2. Representation in Washington, the Media and Industry
 - a. The Members-Only website features a guide to becoming an MNT preferred provider
3. Education
 - a. Special rates for conferences and publications
 - b. ADA's Center for Professional Development offers peer-reviewed and practice-related materials as well as client and consumer materials
4. Networking
 - a. Automatic membership in your STATE affiliate
 - b. Option to be a member of the 29 different practice groups

ADA membership also offers benefits such as liability insurance, home and auto insurance, credit card services and discount travel opportunities. So if you know someone who is not an ADA member, copy this information and share it with them. Michigan is getting very close to licensure and there is strength in numbers. Advocate for your profession today!

What Is A SPRC?

By Nancy Kennedy MS, RD

Michigan has recently joined 31 other states by appointing Lorraine Weatherspoon as our State Professional Recruitment Coordinator (SPRC). The goals of the SPRC program are to:

- Increase the number of diverse, qualified dietetics practitioners
- Develop or enhance mentoring programs to assure that diverse, qualified students remain within the profession

ADA has career guidance materials available free of charge to anyone who wants to participate in a career day. Lorraine will be coordinating the distribution of these and other materials. She can be reached at weathe43@Pilot.msu.edu

The SPRCs personally help fulfill ADA's Mission (leading the future of dietetics) by reaching and teaching future practitioners and promoting the dietetics profession. SPRCs help fulfill ADA's Vision by educating their audiences that ADA members are the most valued source of food and nutrition services. The projects' added value of increasing public awareness of the role of the RD/DTR may also influence consumers' requests for RDs to be the key providers of medical nutrition therapy.

The students that are recruited through the SPRCs program will ultimately be responsible for demonstrating the effects of Medical Nutrition Therapy in health care models and promoting team building with health professionals in all practice settings. Without these diverse, new practitioners/ members, ADA's success at achieving the Member, and Policy and Public Initiatives will be compromised.

Lorraine Weatherspoon and Nancy Kennedy, our State Membership At Large Director will be organizing mentoring programs for dietetics students and entry-level practitioners. Nancy can be reached at nkennedy30@comcast.net

Spotlight on an RD

We hope you enjoy this new feature of the Link, which will shine the spotlight on Michigan RDs who are doing exciting work. This issue's guest is



Karen Giles-Smith:

Q1: What is your education/internship background? I was on my way to nursing school when a personal interest in nutrition changed my course. I ended up at Marygrove College in Detroit where I received a Bachelor of Science in Food Science and Nutrition. Then I went on to a coordinated program and received a Master of Science in Human Nutrition from Case Western Reserve University in Ohio and completed my dietetic internship at University Hospitals of Cleveland. After all these years, I'm now pursuing a Master of Arts in Communications with a professional writing concentration and would eventually like to earn a Ph.D. Spring Arbor University's M.A. in Communication program is entirely online and although very time-intensive and challenging, it has been an excellent experience.

Q2: Describe your past work experience and your current job. In the summers during college, I worked in the dietary department of a nursing home and as a fitness center supervisor for the local YWCA. My first job as an RD was as a clinical dietitian position at William Beaumont Hospital in Royal Oak. I worked for Beaumont for three years including one year as the inpatient renal dietitian. I've been with Dairy Council of Michigan/United Dairy Industry of Michigan for twelve years and am currently the Manager of Nutrition Communications. I provide health professionals and the medical/health media with research-based information regarding the health

benefits and safety of dairy foods. To accomplish this, my job entails presenting, writing, media outreach, and program development and management.

Q3: What led you to become involved in your local dietetic association? Early in my career, I was the Lansing Dietetic Association newsletter editor for three years and found that I enjoyed being in the loop of local goings-on in the field. For several years after that, I had too many commitments and couldn't volunteer. I missed the teamwork and networking, so when I had the time, I jumped back in as president-elect and then served as president for two years. One of the most exciting experiences was the team effort of developing LDA's Web site, www.eatrightlansing.org. I'm on the LDA Board this year as Immediate Past President and am also co-chair of the Food-N-Fitness 5K. Being involved on any level in any capacity makes me feel that I'm contributing to the success of the profession. I just wish I could have been involved my entire career!

Q4: What are your future career plans? I would like to focus on writing -- what I enjoy most and do best. It has taken me many years to discover my niche. I'm testing the waters to determine how I'd like to make a career of writing about food and nutrition. After I complete my graduate work in communications, I may also consider teaching online courses.

Q5: What are some highlights of your career? It was such a wonderful surprise to be nominated for MDA RD of the Year by one of the LDA Board members! To be nominated was an honor in itself! Receiving the award was definitely one of the high points of my career.

Q6: What have been some of your most meaningful experiences? My experiences as president of LDA and as co-chair of the Food-N-Fitness 5K have been very rewarding and I've grown a lot personally and professionally.

Q7: What challenges (inside and outside the profession) do you see for the field of dietetics? I think promoting RD's expertise and the unique and essential services RDs provide will continue to be a challenge. ADA and MDA have made quite a few inroads over the past few years, and I

think that the awareness of RD's positive impact on health and well-being is growing.

Q8: What advice would you give a student who asked you about pursuing a career as an RD?

If you know that food/nutrition is your passion and you are committed and dedicated, you will find the field of nutrition and dietetics exciting and rewarding. The field has potential for endless innovative career opportunities. With the increased focus on nutrition and health, the time is right to be a registered dietitian.

New Continuing Education Opportunity for RDs and DTRs

Michigan RDs and DTRs now have a new online opportunity to obtain continuing education for their CDR portfolios. A Michigan-owned company, ceu4u, has recently received credentialing for The Division Of Nutrition and Metabolic Support (<http://www.ceu4u.com>.)

Karen Shattler developed the company, describing herself as a "good old-fashioned Michigan girl". She was born in Michigan and received both Bachelors and Masters degrees from Michigan State University. Karen lives in Owosso where she runs a consulting business.

The Nutrition Division was credentialed on September 1, 2004 and offers continuing education in the areas of nutrition support, ethics, osteoporosis, obesity, long term care, geriatrics, sports nutrition for high school athletes, diabetes, and heart disease.

Future topics will focus on integrative medicine (Ayurveda, Yoga, complementary medicine), herbology, chronic diseases (fibromyalgia, renal disease, hypertension, ATP III guidelines with updates), vitamins/minerals, antioxidants, pediatric and adult obesity, management, communication, assessment and care planning methods, allergies/asthma, predictor equations, and PDAs.

Currently, the Nutrition Division has 44 authors from around the world. Some of the international writers will describe how dietetics is practiced in

other countries. More authors are still needed, and RDs may send resumes to: kshattler@charter.net .

Legislative Licensure Update

The MDA Legislative Team has already begun the fight for licensure. Our bills are: Senate Bill S920 introduced by Senator Toy and House Bill HB5408 introduced by Representative VanderVeen. During the month of September, the MDA Legislative Team was on a roller coaster ride. On September 22, Diane Fischer was prepared to give testimony to the House Health Policy Committee, but the meeting was cancelled at the last minute. It was re-scheduled for September 29, this time Ann Hoffman volunteered to be MDA's representative. Ann did an excellent job testifying and our lobbyist was pleased with the overall response to our bill. At this point we are set to be the first licensure bill of the next session. Watch for email updates in the near future. Of course, we always need volunteers, no experience necessary! See list below for ways to help.

As always we need the involvement of all members for this to be a success. Please consider helping in anyway you can. Here are some ideas:

1. The Legislative Team is currently collecting data for Licensure. We need Documentation of Harm forms filled out by MDA members and non-MDA members. This data is vital to show that RDs protect the public. If you have an example of when a patient was harmed by inappropriate nutrition advice please stop by the Legislative Table at the conference. You can pick up a form and see examples. Also, the Documentation of Harm forms, can be found on the MDA website, www.eatrightmich.org, go to the 'members only' section and click on 'legislative activities'.
2. The Legislative Team is still looking for volunteers. If you would like to help with **one** task contact Laura Freeland Kull at LKull@madonna.edu .
3. Watch for email updates and new articles in the coming months and keep informed.
4. We need emails/letters written to get our

voices heard. Consider writing your legislator to ask for their support, they "work" for you! Feel free to use the sample letter found at www.eatrightmich.org. Contact info for all legislators is also found on the website. Feel free to contact Laura Freeland Kull if you need any further help.

5. Tell your friends and colleagues about the importance of the licensure. Do not assume that all RDs know about MDA's current goals. We need networking to get everyone involved.
6. Ask you employer to write a letter of support for licensure of dietitians. Again, a sample letter can be found at www.eatrightmich.org. Send any letters of support to Laura Freeland Kull at LKull@madonna.edu.
7. Attend a fundraiser or coffee hour for your local legislator, check out their website for dates and times.
8. Consider donating money to the MDA PAC (Political Action Committee). We need money to get things done in Lansing. **Any** contribution is welcome. Contact Laura Freeland Kull at LKull@madonna.edu if you are interested.

Why do we need licensure when we are already 'Registered' dietitians?

Registration through our national organization, ADA, indicates the YOU are a qualified practitioner. However, national registration does not prevent the unqualified practitioner of nutrition services from providing inadequate and potentially harmful patient care in Michigan. Under the current registration system only the self-motivated and qualified nutrition professionals join and the unqualified practitioners are free to practice without reliable standards and continuing education. Licensure will require all practitioners to meet our standards for education and experience which will greatly increase the protection for all patients in Michigan. In a nutshell, licensure will protect Michigan patients from nutrition misinformation, increase patients' exposure to dietitians and protect our scope of practice. We need to be licensed to be considered a true expert in the health care field.

ADA Public Policy Workshop, 2005

It's time to start planning for the 2005 Public Policy Workshop. The meeting will be held March 1-3 at the Capitol Hilton in Washington, DC. More information regarding the program will be provided as it becomes available. This is a great experience for any ADA member. No previous experience necessary, ADA provides training during the conference. If you are interested in attending, please contact Laura Freeland Kull, ASAP. Also, ADA will once again offer scholarships to enable members to attend the Workshop in March. Nominations must be received by December 3, 2004. If you are interested, please contact me at LKull@madonna.edu and I will send you the forms.

MDA Documentation of Harm Contest

Win Free Registration to MDA's 2005 Annual Conference (a \$200+ value)! Generously donated by Ocene Naglik.

Contest Guidelines:

1. Obtain a Documentation of Harm form. (underline would be a link to the form)
2. Submit one case of Documentation of Potentially Harmful Nutrition Information and/or Products to be eligible to win free registration to the 2005 MDA Annual Conference.
3. Documented incidents must have occurred in Michigan between January 1999 to March 1, 2005.
4. All cases must be sent/postmarked by March 5, 2005 and returned to:

Email (preferred method):

Laura Freeland Kull at LKull@madonna.edu

OR Snail mail:

Laura Freeland Kull, M.S., R.D.

MDA At Large Director of Legislation
23917 Whittaker

Farmington MI 48335

OR Fax: 248.476.3660

5. Contestant names will be placed in a drawing and one winner will be selected for free registration. For each case of harm submitted, contestant's name will be entered in the drawing (that means you can send in as many as you have!).
6. Please note that the Documentation of Harm forms must be completed thoroughly in order to be eligible for the drawing.

Who is eligible?

MDA members, Board members, Dietetic Students and Interns (must be co-signed by an RD), and this year non-MDA members are also eligible!

For further information about this contest, please contact:

Laura Freeland Kull: LKull@madonna.edu

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