

The Link



www.eatrightmich.org

A publication of the Michigan Dietetic Association

Winter 2012 Issue 3



Joyce Kerestes, RD, MS

Message from the President

To my fellow MDA members:

Here's wishing everyone a healthy, successful, and very happy 2012! I am writing this article in the first few days of the new calendar year. However, approximately sixty percent of the MDA fiscal year 2011-12 has passed. What has the association accomplished and what is being planned for the remainder of the year?

Here is a brief synopsis of some of the happenings:

- ◇ The MDA annual strategic plan was approved by the Board of Directors.
- ◇ The public policy panel consisting of Holly Guzman, Lynette Maxey, Alice Yankoviak, and Kathy DeGrow, organized and orchestrated a successful Legislative Day, September, in Lansing.
- ◇ Many members attended and expressed appreciation for the complimentary MDA Fall Conference, October, in Dearborn.
- ◇ Beth Thayer and her public relations/marketing team are planning a variety of events for RD Day and National Nutrition Month, including an expressway billboard.
- ◇ Diane Delhey and her nominating committee have established a ballot of strong candidates from which members will select the state association leaders for 2012-2013.
- ◇ The public policy panel is planning to actively participate in the Public Policy Workshop in mid-April, Washington, D.C.
- ◇ Marcia Sinclair and Tina Miller and the annual conference planning committee are diligently working to construct an outstanding conference in late April, at the Kellogg Hotel and Conference Center, East Lansing.
- ◇ Our hardworking lobbyists, Kathy and Mike DeGrow, continue to represent our professional association in the legislative arena and keep us abreast of political matters.
- ◇ Susanne Consiglio, Executive Director, and Mary Width, MDA Webmaster maintain a "well-oiled machine" behind the scenes, and I thank them both!

—
*"I like the dreams of
the future
better than the
history of the past."
Thomas Jefferson*
—

In closing, two quotes which I believe are appropriate to ponder at this time of year are: *"Learn from yesterday, live for today, hope for tomorrow."* Albert Einstein and *"I like the dreams of the future better than the history of the past."* Thomas Jefferson

Warm regards,

Joyce

Joyce Kerestes, RD, MS
MDA President 2011-2012
joyceks@med.umich.edu

House of Delegates

By Charity Simpkins, MS, RD CDE, Delegate

Wow!!! What a year already. As you all know, beginning January 2012, ADA has officially changed its name to the Academy of Nutrition and Dietetics as announced at the 2011 opening session of FNCE in San Diego, California. There were several reasons behind the decision for the name change. These include:

- Protecting the public's health is the highest priority of ADA and its members; consumer confusion over who are the real nutrition experts can have negative consequences for people's health.
- While ADA's name reflected what registered dietitians did in the early part of the 20th century when ADA was founded ("applying nutritional principles to the planning and preparation of foods and regulation of the diet"), it no longer applies to the work of RDs in in the 21st century, whose work is much more related to overall health and wellness with a focus on nutrition.
- Since October 2010, focus groups and surveys found the majority of ADA members believed the organization should have a new name that more accurately reflects what its members do.
- It was felt the organization's name should include the word "nutrition," which is well-understood by virtually everyone, and the name should communicate broader concept of wellness (including prevention of health conditions) as well as treatment of conditions.

Election 2012 - 2013 and HOD Spring Meeting

The 2012 Academy's National Election ballot has been announced. Be sure to make your voices heard by weighing in on the slate of candidates (www.eatright.org/elections). Voting takes place February 1 through March 3. **See page six for our Michigan candidates who are on the Academy's ballot.**

The HOD Spring meeting will be a virtual meeting held **Thursday, April 26 and Friday, April 27, 2012.** The agenda will focus on the mega issue of the continuum of dietetics education and an education session focused the Dietetics Career Development Guide. Be sure to look at the speaker messages on the eatright.org/governance website and weigh in your opinion. You can feel free to contact me at simpkins.charity@gmail.com.



White House Petition - We did it!

Members of the Academy of Nutrition and Dietetics responded across the US to reach the required number of signatures for the White House petition asking the President to urge the Centers for Medicare and Medicaid Services (CMS) to reconsider its decision that excluded dietitians as billable providers for intensive behavioral therapy for obesity. Please accept our thanks for promoting this effort and a special thanks to Academy members who took the time to respond and encouraged others to respond.

Become a Player:

- Participate in activities that document the RDs worth. Collect and report your data.
- Start in your own backyard - does your personal health insurance include coverage for RD services?
- Become a Medicare provider for Part B MNT services. We need to demonstrate that we have the providers to meet demand.
- Form relationships with Primary Care Practitioners to provide nutrition counseling services in medical practices.
- Market your services to the healthcare community and other community groups.
- Work with your DPGs and Affiliate Public Policy Panels - provide your expertise when issues arise.
- Attend the Public Policy Workshop. PPW 2012 is scheduled for April 15 to 17 in Washington, D.C.
- Vote in national and local elections
- Donate to the Academy Political Action Committee. The PAC is our way as a profession to support federal elected officials who are supportive of our causes.

Continued on page 3

In the Spotlight: Darlene Zimmerman, MS RD

By Bethany Thayer, MS, RD, MDA Public Relations/Marketing Director

Darlene Zimmerman, MS, RD, has been offering practical, heart-healthy nutrition education in southeast Michigan for more than 20 years. After graduating from Central Michigan University with a BS in Dietetics and completing the Tri-City internship in Saginaw, she took a clinical position with St. Luke's Hospital in Saginaw. After a couple of years working in cardiology and pediatrics she decided to further her education and earned a Master's degree in Nutrition from Michigan State University.

Following her graduation, Darlene took a position with the Weight Watchers® Group in Farmington Hills. She served as a media spokesperson for the organization and developed and delivered health and nutrition education programs.

After leaving Weight Watchers®, Darlene worked as a nutrition consultant and created **EAT RIGHT FOR LIFESM** – a corporate wellness seminar series designed to motivate, educate and empower employees to obtain optimal health by making sensible food choices. In addition to running **EAT RIGHT FOR LIFESM**, Darlene's consulting jobs included teaching at Madonna University and Oakland University, writing for the Michigan Public Health Institute, Health Alliance Plan and Weight Watchers® International in New York. She also taught at Northpointe Heart Center and Garden City Hospital.

Darlene has spent the last 11 years with the Heart Smart® Program at Henry Ford Health System's Edith



Darlene Zimmerman, MS, RD

and Benson Ford Heart & Vascular Institute. Well-known for her weekly nutrition and recipe column that appears every Sunday in the Health & Food section of the *Detroit Free Press*, Darlene says she's found her true passion – developing healthy, great-tasting recipes. She combines her knowledge of nutrition and love of cooking to create recipes that are good for you, easy to make, and affordable. Her motto: Good-for-you food should taste great.

Her proudest career moment came just about one month ago with the release of the new Heart Smart® cookbook which she co-authored. The ultimate goal of the *Heart Smart® Cookbook Third Edition: A guide to healthy eating*, is to help people improve their health by enjoying great tasting food. In addition to 200 new and delicious recipes, the cookbook offers seven steps to eating Heart Smart®, meal planning strategies, supermarket shopping tips, recipe makeover secrets and common sense do's and don'ts when eating out. With each recipe, readers will find a nutritional analysis and cooking tips from the Detroit Free Press Test Kitchen.

Zimmerman resides in Novi with her husband Don and son Nate, whom she credits for being the first taste-testers on many of the original recipes in the new cookbook. To purchase the Heart Smart® cookbook, visit the Detroit Free Press bookstore at www.freep.com/bookstore or call 800-245-5082.

Become a Player, continued from page 2.

- Be a preceptor for dietetic students - we need to build the RD and DTR workforce.
- Keep our voice strong and united-get involved in legislative and regulatory issues affecting food, nutrition and dietetics.

Thank You to our Sponsors and Exhibitors

Thank you to our Title Sponsor: **United Dairy Industry of Michigan** and the following sponsors and exhibitors for their generous support to make it possible for MDA to enhance the educational and networking experiences provided at the Annual Conference.

Platinum Sponsors

- Malaysian Palm Oil Council
- Sodexo Services - Health Care Division



M P O C

Gold Sponsors

- Egglan's Best Eggs/Herbruck's Poultry Ranch, Inc.
- Michigan Soybean Promotion Committee

Bronze Sponsors

- Aunt Millie's
- Meijer
- US Foodservice

Additional Sponsors

- Alliance For Food and Farming
- Nutricia North America
- Rachel Schemmel Endowed Lecture in Clinical Nutrition

FUEL UP TO Play 60

Eat Healthy. Get Active. Make A Difference!

Fuel Up to Play 60, the in-school nutrition and physical activity program launched by National Dairy Council, local Dairy Councils and the National Football League, in collaboration with United States Department of Agriculture (USDA), is helping to make wellness part of the game plan in more than 70,000 schools across the country.

This year's program includes:

- Funding opportunities (up to \$4,000 per school!)
- An easy-to-follow online Game Plan with the "Six Steps to Fuel Up to Play 60"
- Playbook with more than 60 Healthy Eating and Physical Activity strategies
- Student Ambassador program and fun Youth Challenges to get students involved
- A chance to earn recognition and NFL rewards

Go to **FuelUpToPlay60.com** to join. Make a difference for the students at your school!

A PROGRAM OF

FUEL UP NATIONAL DAIRY COUNCIL

Play 60 THE NFL MOVEMENT FOR AN ACTIVE GENERATION

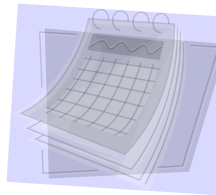
©2012 National Dairy Council. Fuel Up is a service mark of National Dairy Council. ©2012 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

**Thank You
to our Exhibitors!**

| | | |
|---|------------------------------------|---|
| Abbott Nutrition | Flatout Bread | National Library of Medicine |
| ADA Valley Meats | Gabriel Group/Cambro Manufacturing | Nutricia N. America/Med. Nutrition, USA |
| Ajinomoto, USA | Kellogg's | Nutrition Entrepreneurs of Michigan |
| Aunt Millie's Bakery | Malaysian Palm Oil Council | Ritchie Marketing |
| Center for Eating Disorders | Meijer | Roche ACCU-CHEK |
| Central Michigan University | Michigan Allied Poultry Industries | Sanofi-Aventis |
| Dairy Council of Michigan (UDIM) | Michigan Bean Commission | Sigma Tau Pharmaceuticals |
| Diabco Life Sciences | Michigan Soybean Promotion Comm. | Sodexo Services-Health Care Division |
| Dinex/Carlisle Foodservice Products | Morrison Management Specialists | Sysco Food Services of Michigan |
| Ecology Center/Health Care Without Harm | MSU Dietetic Internship/MDCH-WIC | TOPS |
| Egglan's Best/Herbrucks | | UDI's Gluten Free Foods |
| Eli Lilly & Company | | US Foodservice |

MDA 2012 Annual Conference

By Marcia Sinclair, RD, Professional Development Chair



April 25, 26 & 27!

The upcoming 2012 MDA Annual Conference is fast approaching! The conference will be held in East Lansing at the Kellogg Hotel & Conference Center on April 26th and 27th, with Pre-Conference Events occurring April 25th.

We are excited to announce that the Poster Sessions, taking place on Thursday April 26th will again have monetary prizes awarded to our top 3 presenters as judged by our Poster Session Chair & Committee. See article below for additional information.

A “Can’t Miss” keynote session starts the conference with Jill Jayne, MS, RD “Nutrition Education through Entertainment”! Exciting, evidence-based research and updates will be presented in areas of beverages & children’s nutrient choices, sweeteners, IBS/migraines & fibromyalgia, lobbying for MDA, MNT, gestational diabetes, dietary fats, food allergies, pesticide residues, obesity, Fuel Up to Play 50, dietary nitrites & nitrates, tele-health, binge eating disorder, diabetes care techniques, soy cooking, and nutrition information & technology.

Michigan Dietetic Association: Call for Abstracts

By Sara Harmon, RD, Poster Session Chair

You are invited to submit an abstract for review and presentation during the poster Session at the Michigan Dietetic Association’s Annual Conference at the Kellogg Hotel and Conference Center, in East Lansing, Michigan on **Thursday April 26, 2012 from 4:30 - 5:30 pm.**

Poster Sessions 2012

Poster session guidelines are listed on the MDA website in the member’s area, or contact Sara Harmon, RD sara.beth.harmon@gmail.com or 517-414-2868.



Awards

*All accepted/presented posters will be eligible to win a cash prize. During the poster session, judges will interact with each first author to discuss the topic. Posters will be judged on the abstract, professional poster and the author’s knowledge and discourse. **The top three presenters (1st \$75, 2nd \$50, 3rd \$25)** will be announced during the Thursday night dinner.*

Academy of Nutrition & Dietetics 2012 Election

REMEMBER TO VOTE!

For These Outstanding Michigan Dietetic Association Members
in the Upcoming
Academy of Nutrition and Dietetics Election
(formerly American Dietetic Association)

Go to: <http://www.eatright.org/elections>



BARBARA J. IVENS, MS, RD, FADA

Candidate for Treasurer-Elect

- Senior Nutrition Director, ConAgra Foods, Inc., Newaygo, Michigan
- Member, Academy of Nutrition and Dietetics Board of Directors; Chair, Academy of Nutrition and Dietetics Foundation

Treasurer-Elect Statement

To become the nation's food and nutrition leaders, the Academy of Nutrition and Dietetics needs strong member involvement and solid financial resources to sustain its bold leadership initiatives. If elected to serve as treasurer-elect, I will work collaboratively and with integrity to:

- ✓ Increase the public's understanding of the value of nutrition and dietetics professionals and food and nutrition services
- ✓ Deliver responsive fiscal information and simplify financial communications within the Academy of Nutrition and Dietetics
- ✓ Enhance understanding of fiscal affairs and what makes our member-driven organization financially successful

For more information: www.barbaraivens.com



BETTY KRAUSS, RD, CDE

Candidate for Nominating Committee

- Manager Nutrition Services, Mary Free Bed Hospital Grand Rapids, Michigan

Nominating Committee Statement

As a member of the nominating committee, I will ensure selection of the best-qualified candidates for each position on the ballot. Specifically I will:

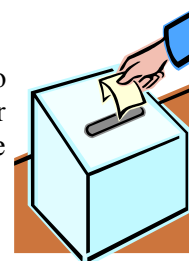
- ✓ Be open to recommendations from the general membership for qualified candidates
- ✓ Work with others on the committee to assure the most competent/qualified slate of applicants
- ✓ Assist you in assessing your own qualifications for Academy of Nutrition and Dietetics positions at the national level

VOTE February 1 through March 3, 2012, at
<http://www.eatright.org/elections>

MDA Election 2012 Candidates - Every Vote Counts!

By Diane Delhey, MS, RD, Nominating Chair

Voting is available on the MDA website starting February 1st to elect your state leaders. Go to www.eatrightmich.org and cast your vote. If you prefer to vote by mail, please look for your ballot in the mail soon. Results of the election will be announced at the MDA Annual Conference at the Kellogg Center in Lansing, Michigan on April 26, 2012.



MDA is pleased to have two of its members on the National level ballot for the Academy of Nutrition and Dietetics. Please remember to vote for **Barbara Ivens, MS, RD, FADA** and **Betty Krauss, RD, CDE**.

MDA District and DG Updates

By Gail Rogers, MS, RD, MDA President-Elect

All of the active MDA districts and dietetic groups are in the process of establishing pertinent educational events and meetings throughout the current fiscal year. Many great activities are planned! Activities for the annual "RD Day", March 14, 2012, are being coordinated with Beth Thayer, MDA Public Relations and Marketing Director.

The next "meeting" of district and dietetic group leaders will be a teleconference on February 8, 2012 at 5:00 pm. District associations and dietetic groups are seeking dietitians who wish to serve their professional organization. Please consider running for an elected position, volunteering for an appointed position, or serving on a committee of your local association.

Contact information for Districts and Dietetic Groups (DGs):

| | | | |
|---|-------------------------|----------------------------|-------------------|
| DWM (Dietitians West MI) | Kristin Baird | dwmprresident@gmail.com | 231-672-4940 W |
| LDA (Lansing) | Teresa Zwemer | violetphoto@gmail.com | 517-862-2540 Cell |
| NMDA (Northern MI) | Jessica Miller | Jmiller2@extendicare.com | 231-537-2519 H |
| SEMDA (Southeast MI) | Beatrice Alghali | Sierraintl@peoplepc.com | 313-530-9659 Cell |
| SWMDDA (Southwest MI) | Val Keich | Vlnlsn@aol.com | 269-492-4398 Cell |
| TCDA (Tri-city) | Christine Henries-Zerbe | Henrilcr@gmail.com | 989-463-2848 H |
| UPDDA (U.P.) | Tara Lassila | TLassila@portagehealth.org | 906-483-1568 W |
| Dietitians in Health Care Communities of MI | Jennie Overly | joverley@unidine.com | 313-577-4370 |
| Michigan Dietetic Educators | Laura Kull | lkull@madonna.edu | 248-473-0364 |
| Nutrition Entrepreneurs of MI | Patrizia Jesue | jesuerd@yahoo.com | 248-320-1469 W |

National Nutrition Month: Contact Your City Office

By Bethany Thayer, MS, RD, MDA Public Relations/Marketing Director

Promote National Nutrition Month – it's Easy!

These are the basic steps:

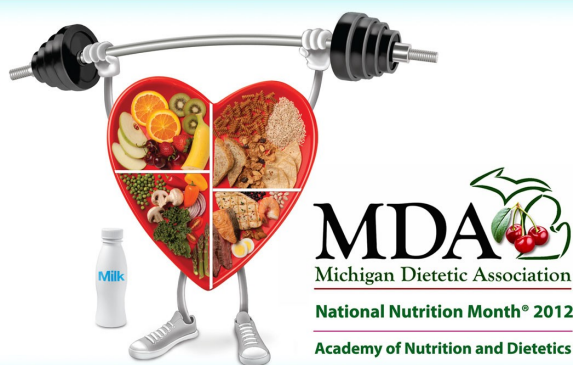
1. Begin the process as early as possible, as the wheels of government turn slowly.
2. Locate the appropriate city government Web site for your city.
3. Look for a tab called "Mayor's Page." Also look for "Ceremonial" or "Forms" down the side or across the top.
4. If you do not see any of these, try using the site's Search feature with the word "proclamation."
5. Another option is the "Contact Us" link. That area allows you to write a brief message such as: How do I ask the mayor to issue a proclamation declaring March 2012 "National Nutrition Month?"
6. A staff person will probably reply and email a form for you to complete. Complete the form and email it back for an official signature.

**RD Day
2012
Wednesday
March 14**

MDA members can help promote National Nutrition Month with a simple email to their city office to request the mayor issue a proclamation that March is National Nutrition Month.

7. If no form is available, you may use the proclamation templates for National Nutrition Month and Registered Dietitian Day provided by the Academy of Nutrition and Dietetics at www.eatright.org/nnm. Place the proclamation on your official affiliate letterhead. Mail or email to the mayor's office.
8. Follow up with a phone call – just to be sure your request arrived.
9. When you have confirmation that the proclamation has been signed, contact local media to suggest a news item, interview or photo with the mayor and yourself.
10. Contact Bethany Thayer at bthayer1@hfhs.org if you are going to go through the process and she can let you know if someone has already started the process with your city. Last year we had proclamation's issued by mayor's from: Detroit, Grand Haven, Huntington Woods and Kalamazoo. Let's see how many cities we can get this year!

**Get Your Plate
in Shape at
eatright.org**



Be sure to check to the Academy of Nutrition and Dietetics website at www.eatright.org for updates and events.

Nutrition Informatics: The Intersection of Information, Nutrition, and Technology

Health care reform and patient care delivery are on the fast track in the United States because of recent legislation and several landmark documents. As a result, health care professionals, including registered dietitians (RDs) and diet technicians registered (DTRs), as well as vendors, government organizations, and many associations, such as Academy of Nutrition and Dietetics (formerly the American Dietetic Association [ADA]), are stepping on the gas to keep up with all the changes that are taking place.

Present Implications

This is an exciting time as health care professionals look at the ways informatics will impact their profession and individual areas of practice. In fact, many dietitians already use informatics without even realizing it.

Here are some examples:

- Clinical dietitians use electronic health records (EHRs) to assess, diagnose, and implement appropriate care plans and track outcomes
- Management dietitians use informatics to manage personnel, budgets, food procurement, production, inventory, and delivery of meals
- Community dietitians use databases to provide up-to-the-minute global public health surveillance and to monitor disease outbreaks around the world
- Businesses and consultants take advantage of social media to brand themselves, their services, and their products, using blogs, portals, and tweets on a daily basis
- Researchers use informatics for accessing databases, developing protocols, capturing data, and submitting research
- Educators have access to online applications and networking, with simulation and newer technologies replacing PowerPoints and lectures in the classroom

As health care professionals witness the exciting changes that are taking place in health care, they also must recognize the importance of protecting individuals' privacy and security. Like all health care providers, it is necessary to abide by the Health Insurance Portability and Accountability Act (HIPAA) regulations, sharing a person's information only through secure, encrypted, and/or password-protected means of communication.

Resources

All of these changes will require collaboration at all levels of health care and education. Just keeping up with the vocabulary alone can seem overwhelming. Legislation and initiatives like the Health Information Technology for Economic and Clinical Health (HITECH) Act, Technology Informatics Guiding Educational Reform (TIGER), and Meaningful Use may not have seemed relevant to dietetics practice at first. RDs and DTRs are quickly learning how important each of these is to our profession and how critical it is to keep up with the latest developments.

Summary

The United States is moving toward an electronic health care system at an extremely rapid pace. Because of their education and experience in many areas of practice, RDs and DTRs are well positioned to participate in this exciting transformation. The Academy also is working at many levels to help RDs and DTRs embrace the idea of nutrition informatics. The intersection of nutrition, information, and technology will provide the opportunity for RDs and DTRs to help reduce costs, reduce errors, and provide better care, regardless of area of practice.

Academy members are welcome to join the on-line [Nutrition Informatics Community](#), where sharing of information and ideas is welcomed and encouraged. For additional information including resources on Nutrition Informatics you can read this article in its entirety on our website at www.eatrightmich.org.



Michigan Dietetic Association (MDA)
 c/o Susanne Consiglio, RD, Executive Director
 22811 Greater Mack Suite 105
 St. Clair Shores, Michigan 48080
 (586) 774-7447 Fax: (586) 778-3004
 mda.execdir@sbcglobal.net

MDA BOARD OF DIRECTORS

| | |
|------------------------------|-------------------|
| President: | Joyce Kerestes |
| President Elect: | Gail Rogers |
| Sec/Treasurer: | Ann Hoffman |
| Sec/Treasurer Elect: | Deb Yonkoski |
| Delegate: | Gail Rogers |
| Delegate-Elect: | Charity Simpkins |
| Membership Director: | Diane Fischer |
| Newsletter Director: | Tanya Lesinski |
| Public Policy Coordinator: | Alice Yankoviak |
| State Policy Representative: | Holly Guzman |
| Professional Development: | Marcia Sinclair |
| Prof. Development Co-Chair: | Tina Miller |
| Marketing Director: | Bethany Thayer |
| Nominating Chair: | Diane Delhey |
| Non-Voting | |
| MDAI President: | Deborah Barrett |
| Executive Director: | Susanne Consiglio |

MDAI Silent Auction

By Jessica Waalkes, MDAI Silent Auction Chair

Plans are underway for the Michigan Dietetic Association Institute’s Annual Silent Auction during the MDA Conference on April 27, 2012. This fundraising project is a grass-roots effort that asks Michigan Dietitians for support so we can continue to grow the scholarship opportunities in our State. How can you help? You can help by shopping for your favorite things. Gift baskets and single items are both accepted.



Examples of previous year donations include jewelry, a gardening basket, a wine and cheese basket, and iPod accessories.

If you are interested in donating to this year’s Silent Auction please contact Jessica Waalkes at Jessie.bing@gmail.com or Jessie.waalkes@gfs.com.

American Dietetic Association Name Change

As a reminder the American Dietetic Association has officially changed its name to the Academy of Nutrition and Dietetics in January 2012.

Regarding the Academy of Nutrition and Dietetics:

Do not refer to the organization as AND (“and”) or A.N.D. Always **Academy of Nutrition and Dietetics** first, then the **Academy** thereafter.

3M Detroit Health and Safety Fair



*Marti Wahlstrom, RD
 Representing MDA at the Health Fair*