

**Diabetes Care
and Education**

a dietetic practice group of the
eat right. American Dietetic
Association

DCE | Annual Report

Diabetes Care and Education Dietetic Practice Group



2008–2009

Chair's Message

Connecting nutrition professionals who care about helping people live successfully with diabetes — *that* is what the Diabetes Care and Education (DCE) Dietetic Practice Group (DPG) is all about.

Over the last year, rates of diabetes and prediabetes have continued to climb. Consequently, membership in DCE reached a record high of over 6,000 members in 2009, further strengthening our position as the largest American Dietetic Association (ADA) practice group. Despite the dramatic increase in membership, our practice group continues to support members by providing nutrition information, diabetes resources and opportunities to help shape the future of diabetes care. Members are encouraged to write patient education materials and articles, participate in research initiatives, serve on committees and work groups, and speak at conferences worldwide.

Highlights of DCE's accomplishments during 2008-2009 include:

- Redesigned DCE's visual identity to be consistent with new ADA brand standards
- Partnered with the Weight Management DPG to offer the first-ever joint symposium, "Diabetes and Obesity: Building Collaborative Practices"
- Authored a cultural food practices book in association with the ADA
- Conducted online member and industry partner surveys
- Published six peer-reviewed newsletters, which provided registered dietitians (RDs) with the opportunity to earn 11.5 hours of continuing professional education (CPE) credits
- Participated in three international and four national diabetes conferences
- Released new patient education materials
- Served on national committees charged with implementing new diabetes management and education standards
- Established a new diabetes educator award

Since DCE's inception, we've been helping RDs lead the future of nutrition in diabetes care, education and prevention. While there is a great deal of work yet to be done, DCE is proud of our achievements, and looks forward to building on success in the year ahead.

—Patti Urbanski, MEd, RD, LD, CDE
2008-2009 DCE Chair

Planning for the Future

To continue fulfilling our mission in these challenging times, fiscal responsibility is critical. In light of this reality, we have determined the most cost-effective way to serve current and prospective members is to maximize our use of online communication channels. Following are some of the online initiatives we have planned for 2009-2010 to jump-start this effort:

- Launch an online awards application-processing system for member recognition
- Establish the first subunit on the topic of diabetes technology
- Introduce Citrix® GoToMeeting® functionality for mentors
- Implement an online, streamlined newsletter review process
- Employ a system to provide non-RDs with opportunities to earn CPE credits
- Partner with other DPGs to expand professional development offerings including e-learning modules for RDs
- Provide e-commerce tools for members

Our future is closely tied to maintaining existing business and industry relationships, as well as establishing new connections to help meet our strategic plan. To strengthen and develop these relationships in the coming year, we will:

- Maintain critical relationships with other diabetes organizations
- Identify groups that would be potential DCE supporters
- Broaden DCE's support of outcomes-based research by increasing funding of the Diabetes Care and Education DPG Medical Nutrition Therapy (MNT) Outcomes Research Grant

With health care reform in the forefront, public policy initiatives are engaging members in local and national diabetes, MNT, nutrition and wellness initiatives. Who better than the RD, with diabetes self-management training expertise, to facilitate changing the way care is provided?

—Joan Hill, RD, LD, CDE
2009-2010 DCE Chair



Member Benefits and Networking

“The way of the world is meeting people through other people.”

— Robert Kerrigan

This quote was certainly exemplified at the 2008 Food & Nutrition Conference & Expo (FNCE) in Chicago, where DCE celebrated its 30th anniversary. A record number of members enjoyed learning about this year’s accomplishments, making memories, and most of all, spending time with colleagues. The networking committee for this dynamic practice group reviewed responsibilities and made adjustments to better meet members’ needs, including:

- Assist with updating the state-of-the-art DCE Web site, www.dce.org, which lists member benefits, information about applying for awards, stipends and mentoring opportunities
- Establish procedures so members may request a DCE display with the new logo through networking display coordinators
- Develop several channels for volunteers to reach the networking chairperson, networking volunteer coordinator, or a current executive committee member via the DCE Web site and newsletters

DCE welcomes feedback and is committed to meeting the needs of members.

2008-2009 Unaudited Financial Report

REVENUE	Actual	Budgeted
Membership Dues	183,700	180,600
Meeting Registration Fees	37,573	98,000
Publication Sales/Subscriptions	454	0
Royalties	2,817	2,100
Grants/Contracts	260,775	223,100
Donations/Gifts	0	0
Investment Income	(8,501)	0
Total revenue	400,298	503,800

EXPENSES	Actual	Budgeted
Lodging/Food/Transportation	92,109	142,978
Professional/Consulting	93,297	193,529
Postage	52,457	37,622
Mailing Service	8,614	5,470
Freight	78	0
Office Supplies	6,408	6,285
Stationery/Forms	3,368	1,450
Telephone	1,890	3,360
Teleconference Expenses	648	1,672
Advertising/Promotion	2,102	14,714
Depreciation	0	2,394
Other Expenses	1,515	1,308
Books/Subscriptions	116	1,007
Membership Dues/Seminar Fees	12,104	18,313
Credit Card Processing Fees	1,004	0
Donations/Contributions	200	300
Outside Services	12,000	12,910
Donations to ADAF	18,930	10,600
Honorariums/Awards	38,278	35,875
Rental — Off-site	9,290	0
Audio Visual	11,157	6,200
Expo/Meeting Services	2,475	49,400
Food Service	68,537	40,700
Printing/Copying	47,208	41,109
Total expenses	483,784	627,196
Net profit/(loss)	(83,486)	(123,396)

2008-2009 Key Projects

Publications and Communications

Newsletters

Published three times per year, the newsletters *On The Cutting Edge* and *Newsflash* continue to be favorite benefits of membership. *On The Cutting Edge* is peer-reviewed and provides three to four hours of CPE credit; *Newsflash* aims to keep DCE members up-to-date in the field of diabetes care and education.

On The Cutting Edge topics in the past year included:

- Summer 2008: *Prevention of Prediabetes and Type 2 Diabetes with Weight Management in Children and Adults*
Theme Editor — Hope Warshaw, MMSc, RD, BC-ADM, CDE

- Winter 2009: *Complementary and Alternative Medicine Therapies: Implications for Diabetes*
Theme Editor — Patti Geil, MS, RD, FADA, CDE
- Spring 2009: *Diabetes and the Older Adult: Concerns and Best Practices*
Theme Editor — Judy Giusti, MS, RD, LDN, CDE

Over 7,100 issues of each newsletter are distributed to national and international DCE members, diabetes professional and advocacy organizations, as well as ADA spokespersons, industry sponsors and dietetic education programs across the United States.

Patient Education Handouts

DCE completed many new educational handouts this past year:

- “Advanced Insulin Management: Using Insulin-to-Carb Ratios and Correction Factors”

- “Carbohydrate Counting: Focus on Consistency”
- “Diabetes and Dietary Supplements”
- “Managing and Preventing Hypoglycemia”
- “Omega-3 Fatty Acids”

An archive of educational handouts is available in the DCE Publications section of the DCE Web site. All educational handouts are posted in PDF format and may be downloaded for free.

Key projects continued on next page

AWARDS

2008 ADA Award Recipients

Excellence in Practice Award — Dietetic Education

Gail Frank, DrPH, RD, LDN, CHES

Excellence in Practice Award — Community Dietetics

Joanne M. Gallivan, MS, RD

Medallion Award

Karmeen Kulkarni, MS, RD, BC-ADM, CDE

Huddleson Award

Marion J. Franz, MS, RD

2008 ADAF* Award Recipients

Abbott Nutrition Award in Women’s Health

Karen Chapman-Novakowski, PhD, RD

DCE MNT Outcomes Research Grant

Gail Spiegel, MS, RD, CDE

2008 DCE Award Recipients

Legislative Activity Award

Deborah Fillman, MS, RD, BC-ADM, CDE

Legislative Stipends

Michele Chynoweth, RD, CDE

Karen Petersen, RD, LDN, CDE

Diabetes Educator of the Year

Tami Ross, RD, LD, CDE

Distinguished Service Award

Carrie Swift, MS, RD, BC-ADM, CDE

Publications Award

Cindy Merrins, MHS, RD, LD, BC-ADM, CDE

Educational Stipends

Jane Hackert, RD, CD

Lisa Roche, MS, RD, CD, CDE

Deborah Drumel, MS, RD, CDE

Dorie Oja, MS, RD, LD, CDE

Speaker Stipends

Betty Breckenridge, MS, RD, CDE

Charlene Dorsey, RD, LMNT, CDE

Rosalynn Haase, MPH, RD, CD,

BC-ADM, CDE

Becky Sulik, RD, LD, CDE

Magrette Hammond, MEd, RD, LD, CDE



2008-2009 Key Projects, cont.

Brand Position Task Force

The Brand Position Task Force assisted the DCE Executive Committee in their efforts to update DCE's visual identity to be consistent with the ADA's new logo and brand standards. All DCE marketing materials, including the annual report, newsletters, membership brochure, educational handouts and Web site, were revised to reflect the new look and feel. The Brand Position Task Force will cease to exist in the future, as its goals have been accomplished.

Electronic Communications

DCE is progressively using its Web site www.dce.org as a member communications vehicle. Newly redesigned to make the site more user-friendly, visitors will now find improved navigation and enhanced content, such as:

- *Newsflash* and *On The Cutting Edge* newsletters
- CPE earning and recording functionality
- Downloadable, copy-ready educational handouts
- Information about DCE leaders and member benefits, awards, mentoring opportunities, credentials, public policy and legislative issues, *Medicare MNT Provider* newsletter, Recipe of the Month, FNCE PowerPoint presentations (pre-conferences and special sessions) and articles of interest

Our electronic mail list (EML) continues to be very popular. The EML provides a forum where its over 1,000 subscribers may ask questions and share ideas, tools, forms and clinical information with fellow nutrition and diabetes professionals. This year, DCE also launched a monthly e-newsletter titled, *DCE e-Update*. Additionally, e-blasts are sent periodically to notify members about matters requiring urgent action.

Professional Development Projects

2008 Pre-FNCE Workshop, Chicago

At the 2008 Pre-FNCE Workshop, held in Chicago, William H. Polonsky, PhD, CDE and Molly Kellogg, RD, LCSW presented "Promoting Behavior Change in Diabetes: Does Anything Really Work?" This interactive workshop provided insight and practical tips for working with clients. Complimentary registration was offered to over 200 member attendees, and the event received high satisfaction ratings.

University of the West Indies Diabetes Outreach Programme

DCE member Alan Lee, RD, CDE, CDN, CFT presented "Double Jeopardy: Leading Edge Nutritional Management of Type 2 Diabetes Mellitus and HIV" on March 27 in Ocho Rios, Jamaica at the University of the West Indies Diabetes Outreach Programme Conference. Each year, DCE provides support for a speaker for this organization.

American Overseas Dietetic Association (AODA) Conference

In April, DCE member Amy Hess-Fischl, MS, RD, LDN, BC-ADM, CDE discussed "The Role of the Nutrition Professional and Children with Type 2 Diabetes" and led a roundtable discussion at the 28th AODA Conference in Kuala Lumpur, Malaysia.

2009 Spring Symposium in Collaboration with Weight Management DPG, "Diabetes and Obesity: Building Collaborative Practices"

This highly successful symposium was held in Grapevine, Texas from March 20-22. Leading experts in both the obesity and diabetes world guided over 350 attendees through the latest research and cutting-edge practices. The opportunities for learning and networking were outstanding.



DCE Mentoring Program

Many successful matches were made via the DCE mentoring program during 2008-2009. This fantastic service gives members interested in becoming Certified Diabetes Educators the opportunity to connect with experienced colleagues who can provide topic-specific expertise and exam-preparation support. Promoted online, in DCE newsletters and in the new member packet, members may access the program by logging on to the DCE Web site.

Technology and Diabetes Task Force — 2009

The primary goal of the Technology and Diabetes Task Force is to provide RDs with the tools and support they need to successfully work with

patients using all forms of technology. In its second year, the task force uses information from members to increase their proficiency with diabetes-care technology.

Public Policy and Reimbursement

Over the past year, DCE has been strategically involved in many exciting initiatives through the services of its members, the public policy liaison and the reimbursement chair. Highlights include:

- Over 4,000 ADA members attended the 2009 Online Public Policy Workshop; by its conclusion, ADA had set several key messages for members to deliver to Congress:
 - ◇ Nutrition is the cornerstone of disease prevention
 - ◇ Health care must be patient centered
 - ◇ Nutrition services are essential to comprehensive health care
 - ◇ Stable, sufficient and reliable funding is necessary for our health care system to provide universal access to benefits
 - ◇ Quality health care is a right that must be extended to all Americans

- In partnership with the ADA, DCE:
 - ◇ Revised the Legislative Activity Award criteria, timing and application process
 - ◇ Added prediabetes to the American Diabetes Association Advocacy Committee's responsibilities
 - ◇ Published "Diabetes White Paper — Defining the Delivery of Nutrition Services in Medicare MNT vs. Medicare DSMT Programs" in the March 2009 *Journal of the American Dietetic Association*
- Contributed to the development of the Public Policy & Legislation and MNT Outcomes & Reimbursement sections of the DCE Web site, in order to promote communication and member engagement
- Established legislative priorities in the 111th Congress to ensure that Medicare, Medicaid, State Children's Health Insurance Program and any new health care programs cover screening and treatment for persons with — or at risk for — diabetes



International Activities

In the past year, DCE leaders and members have expanded our global reach by sharing expertise through speaking engagements at international conferences and networking with health care professionals at industry-leading events worldwide:

Member Presentations

- 15th Annual International Diabetes Conference; DCE guest speaker, Alan Lee, RD, CDE, CDN, CFT: “Double Jeopardy: Leading Edge Nutritional Management of Type 2 Diabetes Mellitus and HIV” — Jamaica
- 28th AODA Conference; DCE guest speaker, Amy Hess-Fischl, MS, RD, LDN, BC-ADM, CDE: “The Role of the Nutrition Professional and Children with Type 2 Diabetes” — Malaysia

Conferences

- Fourth Annual International Diabetes Attitudes, Wishes and Needs Summit — Hungary
- Therapeutic Patient Education Meeting 2008 — Hungary
- American Association of Diabetes Educators International Conference — Washington D.C.

Network Report

DCE members served on numerous national organization committees and work groups and held key leadership positions in several diabetes organizations, including the American Diabetes Association and the American Association of Diabetes Educators (AADE) throughout 2008–2009. Specific network activities included:

- Participated in the Diabetes Educators Leadership Forum, which was attended by representatives from major national organizations involved in diabetes education
- Served on National Diabetes Education Program (NDEP) committees and workgroups
- Participated in a work group with representatives from the American Diabetes Association and American Association of Diabetes Educators concerning national diabetes education program standards
- Served on the “Implementation of Estimated Average Glucose” steering committee
- Participated in the Avalere Health Forum on Diabetes featuring public- and private-sector leaders with a focus on diabetes health-care improvements

In this picture (left to right):

Charlotte Hayes, Past Chair/Industry Relations Chair; Jo Jo Dantone-DeBarbieris, Public Policy Liaison; Naomi Wedel, Treasurer; Joan Hill, Chair-elect; Patti Urbanski, Chair; Jacquie Craig, Secretary. Not pictured: Alison Evert, Communications Coordinator, Carol Hamersky, Network Coordinator.



2008-2009 EXECUTIVE COMMITTEE

Our 2008-2009 Corporate Sponsors

It is through the generous support of our corporate sponsors that DCE is able to fulfill our mission and vision. We sincerely thank the following industry sponsors for their support of DCE initiatives completed between June 1, 2008 and May 31, 2009:

Abbott Diabetes Care

- Educational handout — “Continuous Glucose Monitoring”

Abbott Nutrition

- 2008 DCE Executive Committee Strategic Planning Session
- 2008 DCE Past Chair Breakfast
- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”

Accusplit

- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”

American Diabetes Association

- Complimentary magazine subscription to members

Amylin Pharmaceuticals

- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”

Amylin-Lilly

- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”

BD Medical — Diabetes Care

- Educational handout — “Integration of Meal Planning and Insulin” (in development)
- Summer 2009 issue of *On The Cutting Edge*, “Diabetes and Life Transitions”

California Raisin Marketing Board

- Sponsorship of DCE Suite and Welcome Reception at 2008 ADA FNCE

Cargill

- Support of 2009 DCE Leadership Retreat

Diabetic Cooking Magazine

- 2008 DCE Diabetes Educator of the Year Award
- DCE Awards and Industry Recognition Breakfast at 2008 ADA FNCE
- Complimentary magazine subscription to members

Diabetic Living Magazine

- Complimentary magazine subscription to members

Dreamfields Pasta

- Educational handout — “Pre-biotics Basics” (in development)
- Support of 2009 DCE Leadership Retreat

DSM Nutritional Products, Inc.

- 2008 DCE Executive Committee Strategic Planning Session

Eli Lilly and Company

- Fall 2008 issue of *Newsflash*
- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”

General Mills, Inc.

- DCE Leaders’ Meeting Breakfast at 2008 ADA FNCE
- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”
- Support of 2009 DCE Leadership Retreat

GlaxoSmithKline

- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”

Health Management Resources

- Four 2008-2009 DCE Educational Stipend Awards

Kraft Foods

- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”

LifeScan, Inc.

- Co-sponsorship of e-learning program — “Discover How To Steer Your Diabetes Career” (in development)
- 2008 DCE Distinguished Service Award
- Educational handout — “Advanced Insulin Management: Using Insulin-to-Carb Ratios and Correction Factors”
- Winter 2008-2009 issue of *On The Cutting Edge* — “Complementary and Alternative Medicine Therapies: Implications for Diabetes”

McNeil Nutritionals

- DCE Networking Reception at 2008 AADE Annual Meeting & Exhibition
- DCE Networking Reception and 30th Anniversary Celebration at 2008 ADA FNCE
- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”

MDR Consulting

- Facilitation of 2008 DCE Executive Committee Strategic Planning Session

Nestlé Brands: Lean Cuisine®, BOOST® Glucose Control™, OPTIFAST®

- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”

Novo Nordisk, Inc.

- Focus group at 2008 AADE Annual Meeting & Exhibition
- Winter 2009 issue of *Newsflash*
- Spring 2009 issue of *On The Cutting Edge* — “Diabetes and the Older Adult: Concerns and Best Practices”

Paramount Farms

- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”

Sanofi Aventis

- Co-sponsorship of 2008 pre-FNCE workshop — “Promoting Behavior Change in Diabetes: Does Anything Really Work?”

Slim-Fast®

- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”

Takeda Pharmaceuticals North America, Inc.

- Summer 2008 issue of *On The Cutting Edge* — “Prevention of Prediabetes and Type 2 Diabetes with Weight Management in Children and Adults”
- Co-sponsorship of 2008 pre-FNCE workshop — “Promoting Behavior Change in Diabetes: Does Anything Really Work?”
- Support of symposium — “Diabetes and Obesity: Building Collaborative Practices”





Looking Ahead: DCE's Plan

DCE is an established network of compassionate nutrition experts, empowering individuals with — or at risk for — diabetes to integrate positive nutrition practices for optimum health and a lifetime of success and satisfaction.

Priorities

1. Retain existing members while maintaining and growing our high member-satisfaction rating
2. Reinforce our unique position in the marketplace as the leading expert resource in medical nutrition therapy and diabetes self-management training

Goals

1. Engage existing and prospective members using electronic technology
2. Promote and support members' professional development
3. Maintain the high level of value DCE membership delivers
4. Uphold revised DCE visual standards and maintain the new image system
5. Develop relationships with stakeholders and affiliates
6. Increase awareness about evidence-based practices and support research

DCE Mission

Leading the future of
nutrition in diabetes care,
education and prevention.

DCE Vision

DCE members are the most valued
authorities on nutrition in diabetes
care, education and prevention.

www.dce.org

2009–2010 Executive Committee

Chair

Joan Hill, RD, LD, CDE
jhill36514@aol.com

Past Chair/Industry Relations

Patti Urbanski, MEd, RD, LD, CDE
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Secretary

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