

DCE | Annual Report

Diabetes Care and Education Dietetic Practice Group



2007–2008

Member Benefits and Networking

DCE offers many dynamic opportunities for professional support, including awards, research grants, educational offerings and stipends made available through generous support from our industry sponsors. To apply for — or learn more about — these opportunities, please go to the Members Only section of the DCE Web site, www.dce.org.

The network volunteer coordinator has continued to develop the process of connecting both new and existing member volunteers with skill-building, networking, mentoring and leadership opportunities. DCE welcomes feedback and is committed to exploring ways to best meet member expectations.

To commemorate DCE's 30th anniversary, the DCE networking committee is planning celebratory events for the 2008 Food & Nutrition Conference & Expo (FNCE).

The Successful End of a Decade

Exciting ... changing. These words describe the fields of diabetes education and nutrition in 2008. Despite skyrocketing rates of diabetes and increasingly challenging health care economics, the Diabetes Care and Education (DCE) Dietetic Practice Group (DPG) continues to strongly support members who are helping people with diabetes achieve optimal health.

Nearly 6,000 members strong, DCE is thriving — and is maintaining its position as the largest DPG within the American Dietetic Association (ADA). DCE's success is largely due to contributions from member volunteers who author publications, serve on special committees and task forces, and facilitate information exchange between members via DCE's electronic mailing list (EML).

Among DCE's numerous notable achievements in 2007-2008:

- Collaborated with ADA on the publication of a special diabetes supplement of the *Journal of the American Dietetic Association*
- Authored a soon-to-be published cultural foods practices book
- Served on national committees, including the Steering Committee for Implementation of Estimated Average Glucose and Peers for Progress
- Published valuable patient education materials
- Provided members with resources to optimize their practice
- Increased awareness about the important role that registered dietitians and nutrition professionals play in the field of diabetes education and care
- Expanded funding to the American Dietetic Association Foundation (ADAF) for the DCE MNT Outcomes Research Grant in an ongoing effort to support medical nutrition therapy (MNT) research
- Funded an ADA pilot study of the Evidence-Based Nutrition Practice Guidelines for Diabetes

While the 2007–2008 membership year signals the end of a tricennial for DCE, these significant achievements are just some of the many milestones setting the stage for success in 2008–2009.

Planning for the Future

DCE is recognized among other DPGs and diabetes professional organizations for its rich history of accomplishing groundbreaking work in diabetes and nutrition care. As we prepare to celebrate DCE's 30th anniversary in 2008-2009, we reflect on DCE's growth, while at the same time, we begin planning for the future. Following are some of the initiatives that are already underway; in 2008-2009, DCE will:

- Survey members and industry partners to learn more about DCE's strengths and identify opportunities for improvement
- Begin a new strategic-planning cycle, using information obtained from the membership survey
- Align its strategic plan with ADA's new mission, vision, values and goals
- Develop the first-ever e-learning opportunity dedicated to supporting members' understanding and application of the publication, *ADA Standards of Practice (SOP) and Standards of Professional Performance (SOPP) for Registered Dietitians in Diabetes Care*
- Co-sponsor its first symposium with the Weight Management DPG; this three-day event will be held in March 2009

We are proud to report these activities and accomplishments of the past year. And we look forward to continuing to support members in 2008-2009 as they empower individuals with diabetes or those at risk for diabetes to integrate

2007-2008 Unaudited Financial Report

REVENUE	Actual	Budgeted
Membership dues	190,464	180,600
Publication sales/subscriptions	240	0
Royalties	2,432	5,800
Grants/contracts	214,475	179,250
Interest income	13,574	10,000
Total revenue	429,786	375,650
EXPENSES	Actual	Budgeted
Lodging/food/transportation	82,973	127,131
Professional consulting	79,499	78,207
Postage	35,846	27,336
Mailing services	8,146	6,300
Office supplies	7,009	6,271
Stationery/forms	45	1,350
Telephone	2,452	4,625
Teleconference expenses	751	3,187
Advertising/promotions	(184)	8,350
Other expenses	793	1,308
Books/subscriptions	90	0
Membership dues/seminar fees	14,903	17,649
Outside services	16,451	10,010
Donations to ADAF/other donations	3,500	5,100
Honorariums/awards	57,364	25,800
Donations	0	300
Audio visual	4,732	4,600
Expo/meeting services	0	18,500
Depreciation	0	914
Food service	23,784	24,525
Printing/copying	65,098	79,103
Total expenses	403,465	450,566
Net profit/(loss)	26,322	(74,916)

positive nutrition practices for optimum health and a lifetime of success and satisfaction.

— Charlotte Hayes, MMSc, MS, RD, LD, CDE
2007-08 DCE Chair

— Patti Urbanski, MEd, RD, LD, CDE
2008-09 DCE Chair

2007–2008 KEY PROJECTS

Publications and Communications Newsletters

Newsflash and *On The Cutting Edge* continue to be popular member benefits. Published three times per year, *Newsflash* keeps DCE members up-to-date in the field of diabetes care and education, while each issue of our peer-reviewed newsletter, *On The Cutting Edge* provides 3-4 hours of continuing professional education (CPE) credit.

Over 6,900 issues of each newsletter are distributed to national and international

DCE members, diabetes professional and advocacy organizations, ADA representatives, industry sponsors and dietetic education programs.

On The Cutting Edge topics included:

- Summer 2007 — *Chronic Complications of Diabetes*
Theme Editor: Carol Brunzell, RD, LD, CDE
- Winter 2008 — *Diabetes Nutrition Practice: What Is It?*
Theme Editor: Jackie Boucher, MS, RD, LD, CDE
- Spring 2008 — *Glycemic Variability*
Theme Editor: Lynne Lyons, MPH, RD, CDE

Patient Education Slicks

DCE completed several new educational slicks in the past year, including “Meal-Replacement Products for People with Diabetes,” “Calories Count,” and “Healthier Eating with Whole Grains.” Both standard and large-print versions of the popular slick “Ready, Set, Start Counting” were updated. An archive of educational slicks is available in the Publications section of the DCE Web site. All educational slicks are posted in PDF format and may be downloaded for free.

AWARDS



2007 ADA Award Winners

ADA Award for Excellence in Dietetics Education

Gail P.A. Kauwell, PhD, RD

Medallion Award

Margaret A Powers, PhD, RD, CDE

2007 DCE Award Winners

Distinguished Service Award

Cindy Halstenson, RD, LD, CDE

DCE Champion Award

Mr. Charles Renfroe LifeScan, Inc.

Publications Award

Karin Sargrad, MS, RD, LDN, CDE

Diabetes Educator of the Year Award

Constance Brown Riggs, MEd, RD, CDE, CDN

Legislative Activity Award

Charity Simpkins, MS, RD

DCE MNT Outcomes Research Grant

Eileen Sturner, MS, RD, CDE

Educational Stipends

Linda Delahanty, MS, RD

Lee Ann Dick, RD, CDE

Carol Sessions, RD, CDE

Kathy Mulder Tigue, RD, CDE, MPA

Speaker Stipends

Gita Patel, MS, RD, CDE, LD

Judith Wylie-Rossett, EdD, RD

Charlene Dorcey, RD, LMNT, CDE

Phyllus Justice, MPH, RD, CDE

Cindy Brinn, MPH, RD, CDE, BC-ADM

Branding

In 2007, ADA completed an organizational identity review and developed a new organizational identity program. ADA launched its new logo and unified visual identity program in 2008, which is consistent with the association's new strategic plan and vision. As a result, DCE is updating materials to reflect the new cohesive ADA look and feel, while conveying the uniqueness of DCE.

Electronic Communications

The DCE Web site, www.dce.org, features a variety of professional development resources, including:

- Awards
- Annual reports archive
- Copy-ready patient handouts
- Diabetes and nutrition newswire reports
- Educational opportunities
- Information about the DCE mentoring program
- *On The Cutting Edge* and *Newsflash* articles
- Publications
- Recipe of the Month features
- Select newsletters

Members can also record CPE hours online earned for reading *On The Cutting Edge*.

With more than 1,000 subscribers, the DCE EML provides subscribers with a forum to share ideas, tools and clinical information relevant to diabetes and nutrition with colleagues worldwide.

Professional Development Projects

ADA Standards of Practice and Standards of Professional Performance Workshop Task Force

The successful "Discover How to Steer Your Diabetes Career" workshop was presented at three state dietetic affiliate meetings. This popular workshop promotes awareness of — and demonstrates how to use — the *ADA Standards of Practice and Standards of Professional Performance for Registered Dietitians in Diabetes Care*. Each session offers practical guidelines and activities for generalist, specialty and advanced diabetes care practitioners. DCE is also leading the way toward developing a complementary interactive educational program which will further demonstrate how members can apply these standards in their own careers.

Other Professional Training

"Making a Difference — One (Continuous) Glucose at a Time" was the topic for the annual DCE Pre-FNCE Workshop in Philadelphia, PA. This complimentary program for members was attended by over 200 participants and received high marks.

Plans are underway for the first-ever joint symposium with the

Weight Management DPG, titled "Diabetes and Obesity: Building Collaborative Practices." The program will take place in spring 2009 and will feature leading experts from the fields of obesity and diabetes who will help attendees navigate through the latest research and cutting-edge practices.

DCE Mentoring Program

New members learn about the DCE mentoring program when they receive their new member packets after annual membership renewal. This program offers members the opportunity to connect with experienced colleagues who can provide topic-specific expertise and exam-preparation support for the Certified Diabetes Educator or Board Certified-Advanced Diabetes Management credentials. The program continues to be promoted on the DCE Web site and in newsletters, and facilitated many successful matches in 2007-2008.



Technology and Diabetes Task Force

In its first year, the newly evolved Technology and Diabetes Task Force focused on gathering input from DCE members about information they feel is necessary to become more proficient with diabetes care technology. The first requests included identification of the resources available for current technology devices and pathways to becoming certified trainers for device companies.

Next, the task force will identify a group of members interested in helping to formulate a plan that will enhance the services and information available to DCE members.

The primary goal of this task force is to provide registered dietitians with the tools and support they need to successfully work with patients using all forms of diabetes technology.



Public Policy and Reimbursement

Each year, DCE meets with the ADA Washington office to help establish and direct a strong policy agenda. Once legislation is passed, DCE remains involved throughout the process of benefit expansion, supporting membership awareness of legislative and regulatory changes. During 2007-2008, DCE members actively worked to expand Medicare's MNT benefit by supporting legislation which requires Medicare to cover preventive services, including MNT.

During the past year, DCE members dynamically supported nutrition and health issues including food and agriculture research, and initiatives to improve the school food environment.

Participation at the ADA Public Policy Workshop (PPW) was a highlight for DCE leadership and members alike. Personalizing ADA's key messages, attending Capitol Hill appointments and making follow-up calls to local legislators throughout the year were an essential part of DCE's commitment to being a voice for public policy in Washington. DCE's policy reach continued with representation on the American Diabetes Association Advocacy Committee for review of legislative issues and presentations at national committee meetings.

DCE members stay abreast on public policy issues via our membership EML, e-blasts and *Newsflash*.

Alliances

In 2007-2008, DCE continued to network with other professional organizations to improve outcomes for people with diabetes. DCE members held key positions on boards, committees, and/or task forces of the American Dietetic Association, American Diabetes Association, American Association of Diabetes Educators, and many other organizations. Highlights of the past year for DCE/ADA include:

- Serving on the National Diabetes Education Program (NDEP) steering and operations committees and various work groups
- Working with the Steering Committee for Implementation of Estimated Average Glucose
- Joining a workgroup focused on developing concepts and exploring outcomes of the 2007 Diabetes Self-Management Education Standards and Review Criteria

International Activities

DCE sponsored a member to present at the University of West Indies Diabetes Outreach Project 14th Annual International Diabetes Conference in Jamaica. The theme was "Technologies in Diabetes," which drew more than 500 attendees.

To strengthen international relationships, DCE representatives attended the Diabetes UK Annual Professional Conference 2008 in Glasgow, Scotland. Representatives participated in the diabetes educator and dietitian networking sessions to learn more about the similarities and differences in diabetes education between the United Kingdom and the United States.

2007-2008 EXECUTIVE COMMITTEE

From left to right: Molly Gee, Professional Development Coordinator; Tammy Brown, Secretary; Joan Hill, Network Coordinator; Carrie Swift, Past-Chair/Industry Relations; Patti Urbanski, Chair-elect; Naomi Wedel, Treasurer; Charlotte Hayes, Chair; Not shown: Alison Evert, Communications Coordinator; Carol Hamersky, Public Policy Coordinator



OUR 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, 2007 and May 31, 2008:

Abbott Diabetes Care

- 2007 Pre-FNCE Workshop — “Making a Difference — One (Continuous) Glucose Value at a Time”

Abbott Nutrition

- 2007 DCE Executive Committee Strategic Planning Session
- 2007 DCE Past Chair Breakfast
- Focus group at 2007 ADA FNCE

BD Medical — Diabetes Care

- Focus group at 2008 DCE Leadership Retreat
- Spring 2008 issue of *On The Cutting Edge*, “Glycemic Variability”

Can-Am Care

- Focus group at 2008 DCE Leadership Retreat

Cargill

- Support of 2008 DCE Leadership Retreat

Diabetic Cooking Magazine

- 2007 DCE Diabetes Educator of the Year Award
- DCE Awards Breakfast at 2007 ADA FNCE

Eli Lilly and Company

- Summer 2007 issue of *On The Cutting Edge*, “Chronic Complications of Diabetes”
- Fall 2007 issue of *Newsflash*
- 2007 DCE Publications Award
- Support of 2008 DCE Leadership Retreat

Enova-ADM Kao

- Support of 2008 DCE Leadership Retreat

General Mills, Inc.

- DCE Leaders’ Meeting Breakfast at 2007 ADA FNCE

Health Management Resources

- Four 2007-2008 DCE Educational Stipend Awards

Lean Cuisine®

- Education slick “Healthier Eating with Whole Grains”

LifeScan, Inc.

- Co-sponsorship of 2007-2008 DCE workshops at ADA state affiliate meetings — “Discover How To Steer Your Diabetes Career”
- 2007 DCE Distinguished Service Award
- Winter 2007-2008 issue of *On The Cutting Edge*, “Diabetes Nutrition Practice: What Is It?”
- Winter 2008 issue of *Newsflash*

McNeil Nutritionals

- Co-sponsorship of 2007-2008 DCE workshops at ADA state affiliate meetings — “Discover How To Steer Your Diabetes Career”
- DCE Networking Reception at 2007 AADE Annual Meeting & Exhibition
- DCE Networking Reception at 2007 ADA FNCE

Novo Nordisk, Inc.

- 2008 DCE Legislative Activity Award
- 2008 DCE Legislative Stipends
- Support of DCE 2008 public policy initiatives

Promise

- Focus group at 2007 ADA FNCE

Takeda Pharmaceuticals North America, Inc.

- Supplement to the *Journal of the American Dietetic Association* — *Emerging Trends in Diabetes Prevention and Control: Applications to Practice*
- Spring 2008 issue of *Newsflash*
- Summer 2008 issue of *On The Cutting Edge*, “Weight Management and Diabetes”

Looking Ahead: DCE's Plan

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

Priorities

1. Marketing and Public Relations/
Brand Positioning
2. Membership Engagement
3. Alliances/International
Relationships
4. Research

Goals

1. Increase brand recognition among our key constituents.
2. Engage a greater number of members in order to increase member satisfaction, involvement and retention.
3. Strengthen DCE's presence and involvement in the diabetes community, both nationally and internationally.
4. Promote research by dietetics professionals that examines diabetes and prediabetes medical nutrition therapy outcomes.

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

2008-2009 Executive Committee

Chair

Patti Urbanski, MEd, RD, LD, CDE
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Network Coordinator

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Chair-elect

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