
DIFM STRATEGIC PLAN

www.IntegrativeRD.org

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Original approved by Academy June 2013

**Dietitians in
Integrative and
Functional
Medicine**

a dietetic practice group of the
 Academy of Nutrition
and Dietetics

MISSION

Empower members to be leaders in integrative and functional nutrition

VISION

Optimize health and healing with integrative and functional nutrition

VALUES

Innovation, Integrity and Compassion

GOALS AND STRATEGIES OVERVIEW

GOAL 1: Be recognized leaders in integrative and functional nutrition

Strategy 1: Promote integrative nutrition education and clinical practice

Strategy 2: Prepare and promote leaders from DIFM to Academy governing bodies

Strategy 3: Take proactive positions based on evidence for new or controversial topics

Strategy 4: Communicate the DIFM Strategic Plan to internal and external stakeholders appropriately

GOAL 2: Increase DIFM membership, and retain members by providing significant value

Strategy 1: Promote student DIFM membership

Strategy 2: Promote DIFM membership to Academy members

Strategy 3: Promote Associate membership to anyone working in healthcare who is not an RDN

Strategy 4: Work with Academy Mentoring Program

Strategy 5: Provide innovative professional advancement education and CPE opportunities

Strategy 6: Enhance the quality of DIFM communication vehicles, including the website, www.Integratived.org and the newsletter

Strategy 7: Enlist, cultivate, mentor and utilize volunteers to support DIFM mission and activities.

Strategy 8: Provide awards and recognition to members who have made significant contributions to integrative and functional nutrition or the organization

Strategy 9: Maintain good fiscal management of all DIFM resources

GOAL 3: Cultivate relationships with collaborators

Strategy 1: Develop and cultivate internal Academy relationships

Strategy 2: Develop and cultivate external organizational relationships, domestic and global

Strategy 3: Identify and establish sponsorship opportunities

Strategy 4: Implement collaborative education opportunities with evidence-based organizations aligned with DIFM mission and vision

GOAL 4: Promote education and research in Integrative and Functional Nutrition

Strategy 1: Educate members

Strategy 2: Educate and collaborate with Academy governing bodies, organizational units, and departments (CDR, ACEND, Council on Future Practice, Center for Professional Development, Evidence Analysis Library)

Strategy 3: Educate nutrition organizations (DPGs, Affiliates, and other non-Academy nutrition Professionals)

Strategy 4: Educate other healthcare professionals, e.g. MDs, NDs, DOs, RNs

Strategy 5: Educate relevant Federal government agencies

Strategy 6: Assist the Center for Professional Development in the development of the Online Certificate of Training Program in Integrative and Functional Nutrition and continue to work toward the approval for recognition as a Board Certified Specialist in Integrative and Functional Nutrition, CSIFN

GOALS, STRATEGIES, TACTICS, AND RESPONSIBILITIES

GOAL 1: Be recognized leaders in integrative and functional nutrition

STRATEGY 1: Promote integrative and functional nutrition education and clinical practice

Tactic 1: Position DIFM Leaders as sought-after educators/presenters

- Person Responsible: All EC
- Timing: Ongoing

Tactic 2: Explore opportunities and responsibilities of Academy spokesperson.

- Person Responsible: Communications Chair
- Timing: Annually

Tactic 3: Partner with Academy Policy Initiatives and Advocacy team and Academy Nutrition Services Coverage Team in regard to Licensure, Reimbursement, Scope of Practice, and Public Policy issues of concern to DIFM

- Person Responsible: PAL, DPG Delegate (HOD)
- Timing: Annually

Tactic 4: Create and continually update the DIFM Marketing Plan

- Person Responsible: Marketing and Communications Chairs
- Timing: revise for fiscal year by Spring Leadership Retreat; then Ongoing

Tactic 5: Continue to archive webinars for member professional development

- Person Responsible: Web Editor, Professional Development Chair and Associate
- Timing: Ongoing

STRATEGY 2: Prepare and promote leaders from DIFM to Academy governing bodies.

Tactic 1: Seek qualified candidates to serve in elected and appointed national positions

- Person Responsible: Nominating Committee Chair & Committee, DPG Delegate
- Timing: Annually in late spring/ early summer

STRATEGY 3: Take proactive positions based on evidence for integrative and functional nutrition topics

Tactic 1: Develop, publish and share DIFM position on the topic

- Person Responsible: All EC
- Timing: as needed

Tactic 2: Serve as a resource for Academy organizational units, such as developing position papers, writing for publications or presenting webinars

- Person Responsible: Communications Chair, all EC interested in participating per topic
- Timing: Ongoing

Tactic 3: Communicate with Academy Policy Initiatives & Advocacy Team and Nutrition Services Coverage Team on integrative and functional nutrition issues which impact, or are impacted by, legislation and regulations.

- Person Responsible: PAL, DPG Delegate
- Timing: Ongoing

Tactic 4: Support DIFM DPG delegate by gathering member input on integrative and functional nutrition issues.

- Person Responsible: DPG Delegate and all EC members
- Timing: Spring and fall prior to HOD meetings and as requested

STRATEGY 4: Communicate the DIFM Strategic Plan to internal and external stakeholders appropriately

Tactic 1: Post Strategic Plan on DIFM website

- Person Responsible: Executive Assistant
- Timing: Annually, or after each revision

Tactic 2: Post a link to the Strategic Plan in an electronic issue of the newsletter

- Person Responsible: Newsletter Editor, Web Editor
- Timing: Annually in fall issue

Tactic 3: Review Strategic Plan biannually at Spring Leadership Retreat and Fall meeting; acknowledge completed goals; develop new goal, strategies and tactics as needed

- Person Responsible: Chair, Chair-Elect, and all EC
- Timing: Spring in-person meeting and Fall in-person meeting

GOAL 2: Increase DIFM membership, and retain members by providing significant value.

STRATEGY 1: Promote DIFM student membership.

Tactic 1: Appoint a Student Membership Services Chair and Committee to be liaison to Executive Committee, and direct activities to and for students

- Person Responsible: Chair-Elect
- Timing: Annually in spring

Tactic 2: Identify opportunities to promote DIFM student membership in didactic and internship programs

- Person Responsible: Member Services and Student Member Services Chair, Diversity Chair and Vice Chair
- Timing: Ongoing

Tactic 3: Develop member survey to assess member satisfaction and needs

- Person Responsible: Past Chair with EC input
- Timing: Conducted 3rd Quarter of fiscal year, results to be shared at Spring Leadership Retreat

STRATEGY 2: Promote DIFM membership to Academy members

Tactic 1: Conduct annual membership drive and send member renewal letter in spring

- Person Responsible: Chair, Chair-Elect, Member Services Chair, Student Member Services Chair, Marketing Chair, Communications Chair Executive Assistant, Diversity Chair and Vice-Chair
- Timing: spring- April, May, June

Tactic 2: Offer one free integrative nutrition event to all Academy members

- Person Responsible: Professional Advancement Chair, Communications and Marketing Chairs, Executive Assistant.
- Timing: early spring

STRATEGY 3: Promote Associate membership

Tactic 1: Encourage Associate membership to eligible individuals by increasing DIFM visibility at integrative nutrition conferences and symposiums

- Person Responsible: DIFM attendees, Diversity Chair and Vice-Chair
- Timing: Ongoing

STRATEGY 4: Work with the Academy mentoring program

Tactic 1: Appoint an Executive Committee Officer to learn how DIFM can work with the Academy mentoring program

- Person Responsible: Student Member Services Chair and Mentoring and Coaching Chair.
- Timing: Planning to begin summer 2015, complete within six months.

Tactic 2: Consult with other DPGs who currently have mentoring programs

- Person Responsible: Mentoring and Coaching Chair
- Timing: Fall 2015

Tactic 3: Develop a webinar

- Person Responsible: Professional Advancement Chair, Mentoring and Coaching Chair
- Timing: Ongoing, topic revisited every 6-9 months

STRATEGY 5: Provide innovative professional advancement education and CPE opportunities.

Tactic 1: Conduct webinars on current topics of interest presented by highly-qualified presenters

- Person Responsible: Professional Advancement and Network Chairs and Associates, Executive Assistant
- Timing: as scheduled

Tactic 2: Develop DIFM workshop or symposium

- Person Responsible: Chair, Chair-Elect, and Professional Advancement Chair and Associate, and Member Services Chair
- Timing: Ongoing

Tactic 3: Utilize network relationships to provide education to members

- Person Responsible: Professional Advancement Chair, Network Chair and Associates
- Timing: Ongoing

Tactic 4: Assure that CPE opportunities meet the needs of DIFM Members

- Person Responsible: Professional Advancement Chair
- Timing: Ongoing

Tactic 5: Create a 'road map' to receive integrative nutrition education/training that utilizes DIFM and other integrative nutrition organizations and DPGs

- Person Responsible: Professional Advancement Chair, Associate, Chair
- Timing: Ongoing

Tactic 6: Assist the Academy with promotion of the Certificate of Training

- Person Responsible: Professional Advancement Chair, Associate, Chair
- Timing: Ongoing

STRATEGY 6: **Enhance the quality of DIFM communication vehicles, including the www.IntegrativeRD.org website and newsletter**

Tactic 1: Launch the new DIFM website makeovers and establish schedule to refresh content.

- Person Responsible: Chair, Executive Assistant, Web Editor, Communications and Marketing Chairs
- Timing: Ongoing

Tactic 2: Develop long-range plan for newsletter themes, topics and articles to ensure the DIFM Newsletter is valued as a primary integrative nutrition resource

- Person Responsible: Newsletter Chair and Committee, Chair, Chair-Elect
- Timing: Monthly at Newsletter Committee conference calls.

Tactic 3: Increase member's knowledge of website and other resources by providing a member orientation

- Person Responsible: Chair, Chair Elect, Executive Assistant, NMCD Representative, Member Services Chair
- Timing: Summer

Tactic 4: Utilize DIFM EC Yahoo Group for group communication and archiving DIFM documents

- Person Responsible: Chair, Chair-Elect, Executive Assistant and EC Committee
- Timing: Ongoing

Tactic 5: Encourage members to use the DIFM website as a resource by providing links to communications, e.g. e-blasts, webinars, newsletter, and social media

- Person Responsible: Web Editor, Student Member Services Chair, Executive Assistant, Newsletter Editor
- Timing: Ongoing

STRATEGY 7: Enlist, cultivate, mentor and utilize volunteers to support DIFM mission and activities

Tactic 1: Identify volunteer needs and opportunities and utilize Volunteer Contact Spreadsheet

- Person Responsible: Member Services, Student Member Services Chair, Volunteer Chair and EC.
- Timing: Initiate at start of membership year, then Ongoing

Tactic 2: Contact volunteers promptly and connect with Chairs who have project needs, Assign projects and clearly communicate expectations

- Person Responsible: Member Services Chair, Volunteer Chair
- Timing: Ongoing

Tactic 3: Maintain archived list of newsletter articles by topic and post on website in archives

- Person Responsible: Newsletter Editor, Web Editor, Member Services Chair
- Timing: Annually, fourth quarter

STRATEGY 8: Provide awards and recognition to members who have made significant contributions to integrative and functional nutrition, or to the organization

Tactic 1: Identify and nominate members who qualify for Academy or DIFM awards, such as Medallion, Visionary Leadership, Excellence in Practice, Service Awards and Lifetime Achievement Award

- Person Responsible: Nominating Committee, all EC
- Timing: Ongoing; meet Academy and/ or DIFM deadlines

Tactic 2: Recognize and honor DIFM members for outstanding service, or practice, through media such as DIFM newsletter and/or website.

- Person Responsible: Chair, all EC, Newsletter Editor, Executive Assistant
- Timing: Ongoing

STRATEGY 9: Maintain good fiscal management of DIFM resources

Tactic 1: Adhere to the Program of Work (POW) throughout the fiscal year to ensure funds are well spent, and budgets are continually monitored and evaluated

- Person Responsible: Treasurer, Chair, all EC
- Timing: Ongoing

Tactic 2: Obtain support for professional development, e.g. appropriate and vetted sponsorship

- Person Responsible: Professional Advancement Chair, Development Chair, Fulfillment Chair
- Timing: Ongoing

Tactic 3: Look for creative ways to generate revenue including DIFM promotional products and webinars to operate DIFM DPG

- Person Responsible: Chair, Chair-Elect, Treasurer, Marketing Chair and all EC
- Timing: Ongoing

GOAL 3: Cultivate relationships with collaborators

STRATEGY 1: Develop and cultivate internal Academy relationships

Tactic 1: Network, research and identify collaboration opportunities with DPGs (e.g., newsletter article sharing, collaboration on educational events, FNCE CPE, priority and networking sessions, etc.)

- Person Responsible: Chair, Newsletter Chair, Network Editor and All EC
- Timing: Ongoing

Tactic 2: Work with Academy to incorporate integrative and functional nutrition research into The Evidence Analysis Library toolkits, Nutrition Care Manual, and other Academy educational offerings

- Person Responsible: Professional Advancement Chair and all EC
- Timing: Ongoing

STRATEGY 2: Develop and cultivate external organizational relationships, both domestic and global

Tactic 1: Identify, maintain and track data on Network Relationships

- Person Responsible: Network Chair, Chair, Executive Assistant and Professional Advancement Chair, Diversity Chair and Vice Chair
- Timing: Ongoing

Tactic 2: Promote DIFM leaders and advanced practice members at domestic and global conferences and symposiums.

- Person Responsible: Marketing & Communications, Chair, Diversity Chair and Vice Chair
- Timing: Ongoing

Tactic 3: Develop and foster relationships with other professional nutrition and healthcare organizations and industries (e.g., MDs, NDs, DOs, ARNPs, RNs, LAcS, CCNs, etc.)

- Person Responsible: Network Chair, Associates, Chair, All EC
- Timing: Ongoing

STRATEGY 3: Identify and establish sponsorship opportunities.

Tactic 1: Develop relationships with for-profit organizations that support DIFM mission, vision and values, and seek financial support for DIFM activities and endeavors

- Person Responsible: Development Chair, Chair, All EC
- Timing: Ongoing; emphasis at FNCE

Tactic 2: Review and revise Sponsorship Opportunity Document annually. Obtain Academy and EC approval

- Person Responsible: Development Chair, Chair
- Timing: Annually and upon revision

STRATEGY 4: Implement collaborative educational opportunities with credible organizations aligned with DIFM mission and vision

Tactic 1: Network Chair, Associate, and Committee collaborate with existing Networks to create mutually beneficial education opportunities

- Person Responsible: Network Chair and Committee; Professional Advancement
- Timing: Ongoing

GOAL 4: Educate in Integrative and Functional Nutrition

STRATEGY 1: Educate members

Tactic 1: Develop and present educational webinars throughout the year

- Person Responsible: Professional Advancement Chair, Professional Advancement Co-Chair, Executive Assistant, Network Chair, Newsletter Editor, Chair Elect
- Timing: Ongoing

Tactic 2: Include timely CPE articles in DIFM newsletter

- Person Responsible: Newsletter Editor and team, Professional Advancement Chair
- Timing: Ongoing

Tactic 3: Offer in-person and distance learning: DIFM workshop and symposium(s)

- Person Responsible: Chair, Chair-Elect, Marketing Chair, Student Chair, Professional Advancement Chair, Communications Chair
- Timing: Ongoing

Tactic 4: Educate members on Standards of Practice/Standard of Professional Performance and post to IntegrativeRD website

- Person Responsible: Professional Advancement Chair, Web Editor
- Timing: Annually

STRATEGY 2: Educate and collaborate with Academy governing bodies, organizational units, and departments (CDR, ACEND, Council on Future Practice, Center for Professional Development, Evidence Analysis Library)

Tactic 1: Work with Academy to incorporate integrative nutrition into the Nutrition Care Process including Nutrition Care Manual and NCP Manual

- Person Responsible: Professional Advancement Chair, Professional Advancement Co-Chair and HOD
- Timing: Ongoing

Tactic 2: DIFM Delegate to the HOD will represent the integrative nutrition perspective and vision related to appropriate topics and initiatives.

- Person Responsible: DIFM Delegate
- Timing: Ongoing

Tactic 3: Increase collaboration with Council on Future Practice by offering opportunities for exposure to integrative nutrition, by sending copies of DIFM newsletters, inviting to DIFM sponsored webinars, etc.

- Person Responsible: Chair, Professional Advancement Chair and DIFM Delegate, Newsletter Editor and/or Executive Assistant
- Timing: Ongoing

Tactic 4: Collaborate with CDR to develop new Learning Need Codes and Competencies as need

Person Responsible: Professional Advancement Chair and Past Chair
Timing: Ongoing

Tactic 5: Collaborate with Nutrition and Dietetic Educators and Preceptors (NDPE) for development of integrative and functional nutrition tool kit for Dietetic Internship Directors

Person Responsible: Designated by Chair
Timing: Ongoing

Tactic 6: Collaborate with Academy on a research based project such as Evidence Analysis Library for development of an EAL question, ANDHII, fellow sponsorships or similar projects

Person Responsible: Designated by Chair
Timing: Ongoing

STRATEGY 3: Educate nutrition organizations (DPGs, Affiliates, and other non-Academy nutrition professionals)

Tactic 1: Develop and promote DIFM Speaker's Bureau

- Person Responsible: Member Services Chair, Professional Advancement Chair, Marketing Chair
- Timing: 2015

STRATEGY 4: Educate other healthcare professionals about the expertise of the Integrative RDN (e.g. MDs, NDs, DOs, RNs)

Tactic 1: Collaborate and develop a marketing plan for DIFM educational opportunities to other healthcare professionals

- Person Responsible: Marketing Chair, Communications Chair Professional Advancement Chair and Committee
- Timing: 2015

STRATEGY 5: Educate relevant Federal government agencies

Tactic 1: Encourage DIFM members to be politically active in nutrition-related Legislation (e.g. public health policy) and share information via DIFM sources including newsletter, website, webinars, etc. Coordinate with Academy Nutrition Services Coverage Team & Policy, Initiatives & Advocacy Team as appropriate
Specifically:

Encourage members to respond to “Action Alerts” sent by Academy or by DIFM e-blast

Encourage members to subscribe to “Eat Right Weekly”

Encourage members to attend local Town Hall meetings to become visible to both public and to their local legislators

Encourage members to hold elected or appointed positions in their District or Affiliate Associations

- Person Responsible: Public Policy/Reimbursement Chair, Chair, Executive Assistant, all EC and HOD
- Timing: Ongoing

STRATEGY 6: Assist the Center for Professional Development in the completion and marketing of the Online Certificate of Training Program in Integrative and Functional Nutrition and continue to work toward the approval for recognition as a Board Certified Specialist in Integrative and Functional Nutrition, CSIFN.

Tactic 1: Work with the Academy to promote the Online Certificate of Training Program in Integrative and Functional Nutrition

- Person Responsible: Professional Advancement Chair, Associate and designated by Chair
- Timing: Ongoing

Tactic 2: Reevaluate the need and review the process for a Board Certified Specialist in Integrative and Functional Nutrition, CSIFN

- Person Responsible: Credentialing Task Force Chair(s), EC Chair and Chair-Elect
- Ongoing