

Annual Report

2022-2023

Cardiovascular Health and Well-being

a dietetic practice group of the



Academy of Nutrition
and Dietetics



MISSION ▪ VISION ▪ VALUES

Well, who are we?

The Cardiovascular Health and Well-being Dietetic Practice Group equips members to be the nutrition experts in promoting cardiovascular health (prevention and treatment), well-being, and physical activity. Our members work in diverse health arenas such as clinical settings, corporate well-being, community nutrition, private practice, research, education, and government.

Our Vision

A world where hearts are healthy and people thrive, empowered, and equipped by nutrition professionals.

Our Mission

Inspire, energize, and equip members to support people in choosing healthy eating habits and active, positive lifestyles to optimize cardiovascular health (prevention and treatment) and overall well-being.

Our Values

- Foster collaboration and teamwork within the DPG and the Academy, and with other health professionals.
- Respect and honor the diverse backgrounds and perspectives of all people.
- Spark innovation and creativity to solve problems and advance the profession.
- Support and challenge each other to strive for excellence.
- Cultivate a sense of belonging by providing members with a welcoming professional home.
- Create a culture of joy and playfulness.



GOALS

Our Goals

During our second year, CV-Well focused on 1) adding to the educational and professional offerings we provided members during our first year and 2) developing a five-year plan to help guide us in planning future events and offerings. The following long-term goal was set:

In the next five years, advance our members as cardiovascular health and well-being experts through education and engagement rooted in our mission, vision, and values.

To support this goal, we utilized results from a membership survey completed in March 2022 to develop the following aims.

- **Continue to promote free CEUs** for our members. To do this, we identified our members' continuing education needs, provided information to our members on the availability of existing CV-Well continuing education programs, and developed and promoted resources to meet these needs.
- **Promote volunteerism** to empower our members to become leaders within CV-Well and the profession.
- **Promote the expertise** of CV-Well members and increase access to the services they provide by advocating for supportive policies, legislative initiatives, and reimbursement.
- **Foster collaborative partnerships** to further the mission and vision of CV-Well through community engagement, network alliances, education, and research.

ACCOMPLISHMENTS

CV-Well officially launched on June 1st, 2021, and has been full steam ahead ever since. 2022-2023 was our second year, and during this year, we completed or started the following activities:

Activity
Webinars
<i>Pathways</i> newsletter
Mentoring Circles
Book Club
Discussion Board
Website
Natural Medicine Database
EBSCO
Fact Sheets
FNCE member reception
FNCE Sunrise Stretch and Social
FNCE Attendee Networking Social at the DPG/MIG Showcase
Weekly eBlasts
Leadership Workshop (retreat)
Nutrition Support Payment System (NSPS)
Policy and Advocacy Leader (PAL)
Academy Leadership Institute
Social media
In-person Symposium
Inclusion, Diversity, Equity, and Access (IDEA) page on the website

Educational Opportunities

- **Webinars:** CV-Well hosted eight free webinars (three were sponsored) to its members, worth 1 CEU each. Various topics were covered, including three on functional foods – 1) cocoa, 2) pulses, sorghum, and grains, and 3) canned beans – and one on coaching, one on interoception, and one on diet and one on weight. During American Heart Month, CV-Well partnered with the Academy's Center for Lifelong Learning to promote a webinar titled "Gut Microbiome and Cardiovascular Risk Reduction: Is It Ready for Prime Time?" This webinar was also free for CV-Well members and had 455 registrants (the average for CLL webinars is 150 – 200)!

- **Symposium:** We began planning our first in-person symposium, which will be held in the spring of 2024 in Tucson, AZ.
- **Academy Leadership Institute:** Jennifer Burris was selected as CV-Well's attendee at the Academy's Leadership Institute.

FNCE Finally, FNCE was in person again in Orlando, FL. Over 240 of our members attended, with more than 80% being active members. CV-Well hosted several events.

- **Executive Committee (EC) meeting:** Our first in-person EC meeting was held. It was a great time for members to greet in-person colleagues they had not seen since the start of the pandemic.
- **CV-Well Reception with food from around the world:** CV-Well hosted a reception for CV-Well members and non-members. Foods from around the world and beverages were provided in a relaxed, social atmosphere. Seventy-six people attended.
- **Sunrise Stretch & Social:** Along with the Diabetes Dietetic Practice Group, we co-sponsored a morning stretch before the educational meetings started. Wearing our FNCE meeting clothes, one of our CV-Well members led the group and demonstrated stretching exercises with a tennis ball we could do while listening to the educational sessions. A light breakfast energized attendees for the day's educational sessions. Fifty-two people attended.
- **FNCE Attendee Networking Social at the DPG/MIG Showcase:** This event showcased DPG/MIG groups within the Academy. We used the opportunity to expand our membership by showcasing our group's activities, professionalism, and warm collegiality.

Publications

- ***Pathways*:** Four editions of CV-Well's flagship quarterly newsletter were published and continued to contain high-quality articles, engaging content, and stunning design. Each edition included a research-based and practice-based article combined to provide at least 1 CEU. Regular columns written by CV-Well leaders highlight topics such as policy

ACCOMPLISHMENTS

Publications *continued*

and advocacy, the latest technology, and member spotlights. *Pathways* is available for download from the EatRight Store for CEU credit (346 downloads: Summer 2022=107; Fall 2022=55; Winter 2023=108; and Spring 2023=76) or for members who log in to the CV-Well website.

- **Well-Briefed Weekly Eblast:** This eblast informed members of upcoming events and opportunities and highlighted member benefits. Its consolidated format keeps members in the know. The average open and forward rates were 58% and 34%.
- **Factsheets:** Several cardiovascular and wellness factsheet topics were identified, and content was assembled. These should be published in 2023-2024.
- **Website:** The website was redesigned to meet our member's needs better. The new design better highlights what CV-Well has to offer.

Communications

- **CV-Well Discussion Board:** The Discussion Board continues to be a favorite member benefit and the go-to place for members to post practice-related questions and share CV-Well-sponsored and non-CV-Well-sponsored events. We had 254 discussion posts.
- **Social Media:** CV-Well grew its social media presence on Instagram, Twitter, and LinkedIn.
- **Leadership Workshop:** The EC held a leadership workshop that allowed the group to become better acquainted and develop a 5-year plan for CV-Well.

Databases

- **EBSCO Database:** CV-Well contracted with EBSCO to provide members access to scientific publications through its research databases.
- **Natural Medicines Database:** CV-Well offered its members access to the Natural Medicines Database, which is updated daily to ensure comprehensive, accurate, and clinically relevant information on natural medicines and alternative therapies. This resource helped members make informed, evidence-based decisions by providing tools that check for interactions, efficacy,

and adverse effects.

Networking Events: The Zoom platform allowed us to offer the book club to members throughout the year. We hosted four discussions using books, podcasts, and videos still focused through an IDEA lens to stimulate discussion among attendees.

Policy & Advocacy:

- One of CV-Well's goals is to promote the expertise of our members by advocating for supportive policies, legislative initiatives, and reimbursement. Our PAL and NSPS engaged with CV-Well members through e-blast action alerts, the discussion board, and *Pathways*.
- For the first time in more than 50 years, the White House, mandated by Congress, sponsored The White House Conference on Food, Nutrition and Health. Our PAL leader led a virtual discussion to develop CV-Well-focused recommendations for each of the Conference's five pillars. These were given to the Academy, who submitted them for inclusion in the Conference discussion platform.

Mentoring Circles: Our mentoring circles went live in 2022-2023. What a huge success! Mentees and mentors with similar interests and/or geographical locations were paired in groups. They meet several times throughout the year. Many mentees have continued with the program as mentors and volunteered for leadership roles within CV-Well. The program continues in 2023-2024 and has doubled in size.

IDEA:

- We began developing a webpage on inclusion, diversity, equity, and access. We also held several book clubs on this topic.
- Several community events were held to promote nutrition and dietetics within diversified communities.
- We wrote and were awarded a \$600 grant to develop culturally appropriate cardiovascular health and well-being factsheets for marginalized communities.

ENGAGEMENT METRICS

Activity	Registration #	Live Attendance #
Sponsored Webinar: "Cocoa Flavanols: From the Kuna Tribe to Harvard's COSMOS Trial." Presenter: Dr. Howard Sesso, ScD, MPH	274	100
Sponsored Webinar: "CV benefits of pulses, sorghum, and grains." Presenter: Dr. Chris Mohr, PhD, RD	161	98
Webinar: "Dietary Guidance to improve CV Health/Impediments and Solutions to poor dietary adherence." Presenters: Alice Lichtenstein and Maya Vadivelou	186	115
Sponsored Webinar: "Canned Beans: Closing the Knowledge Gaps to Open the Possibilities." Presenters: Jessica Broome, PhD and Sheila Weiss, RDN, LD, FAND	153	84
Webinar: "Enhancing Coaching Skills for Clinicians." Presenter: Vivian Cullen.	224	119
Webinar: "Which Diet is Best? A New Approach to Discussing Diet and Weight: Is it Time to Acknowledge Weight Stigma?" Presenter: Geeta Sikand, MA, RDN, FAND, FNLA, CLS, CDE	369	210
Webinar: "Interoception, Nutrition and Health." Presenter: Gina Mateer RD, LD, CEDRD-S	210	101
Webinar: "Gut Microbiome and Cardiovascular Risk Reduction: Is It Ready for Prime Time?"	455	273
TOTAL Webinars	2,032	1,100
September Book Club: "Growing up Poor in America" (Video)	13	9
November Book Club: "The Dr. Carolyn Coker Ross Show: Binge Eating Disorder, Stress Eating, Emotional Eating, Food Addiction" (Podcast)	35	8
March Book Club: "Inflamed: Deep Medicine and the Anatomy of Injustice" by Rupa Marya and Raj Patel (Book)	17	3
April Book Club: "The Trouble with Chicken" PBS (Video)	14	9
TOTAL Networking Events	79	29

Website Resource	Total Clicks/Views	Unique Clicks/Views
<i>Pathways</i> (does not include EatRight Store downloads)	578	261
Natural Medicines Database	282	240
EBSCO Database	91	77



ACCOMPLISHMENTS

Publications continued

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SPONSORS

Corporate Sponsors

Sponsorship expands CV-Well's educational efforts and advances our goal to foster collaborative partnerships. Through the work of our Corporate Relations Manager and Academy staff, sponsors engaged with members through sponsored E-blasts, event sponsorship, and a sponsored webinar. CV-Well ended the year with tremendous momentum and looks forward to continuing to build relationships with like-minded companies in 2023 – 2024.

A tremendous THANK YOU to our sponsors:

FlavaNaturals
Powerful Pairings
Almond Board
CannedBeans.org
Egg Nutrition Center
CVS Health
Good Measure
Hass Avocado Board
National Honey Board

2022-23 STATEMENT OF NET REVENUE & EXPENSES

Financial Status

CV-Well dues were \$30 for professionals, \$10 for students, and \$15 for retired members. Our membership count was 2347, with 86% as active members. We had 155 student members. The previous year, our membership included everyone who was a member of SCAN in 2021-2022. In 2021, SCAN was split into two dietetic practice groups, SPHN and CV-Well. This year was the first time members had to decide whether to continue their membership with both groups or join just one. Our membership numbers for 2022-2023 reflect those who joined CV-Well.

We planned to fund an in-person symposium with some of our reserves, but due to unforeseen circumstances, the symposium was moved to 2024. The budget reflects the expenses that would have been spent on the Symposium.

We have reserves left from our SCAN split. We are slowly spending these funds on member benefits to reach and maintain our reserve percentage at 100.

Revenue	YTD Actual (\$)	YTD Budget (\$)
Membership Dues	65,138	62,250
Meeting Registration Fees	1,005	81,000
Booth Space Rental	0	14,800
Continuing Ed. Material Sales	303	400
Grants/Contracts	68,135	95,000
Operating Revenues	134,581	253,450

Expenses	YTD Actual (\$)	YTD Budget (\$)
Lodging	5,994	0
Subsistence	543	0
Transportation	3,928	0
Professional/Consulting	141,688	163,670
Postage	114	0
Mailing Service	5,061	5,000
Freight	529	1,600
Office Supplies	6,811	2,505
Web Hosting	8,400	5,160
Advertising/Promotion	4,302	7,324
Other Expenses	1,633	74,811
Books/Subscriptions	28,128	28,735
Membership Dues/Seminar Fee	2,010	4,530
Credit Card Processing Fee	700	933
Donations to ADAF	750	600
Honorariums/Awards	2,400	13,550
Rental- Off Site	0	40,500
Audio Visual	0	36,000
Food Service	13,533	89,750
Operating Expenses	226,524	474,668
Operating Excess - Deficit	-91,943	-221,218

2022-23 STATEMENT OF NET REVENUE & EXPENSES

Investment Income	YTD Actual (\$)	YTD Budget (\$)
Interest Income	3,234	0

Net Income	YTD Actual (\$)	YTD Budget (\$)
Net Income - Deficit	-88,674	-221,218

Reserves	YTD Actual (\$)
Reserves (Approximate)	474,531



LEADERSHIP

CV-Well Leadership

CV-Well is member-focused, volunteer-driven, and committed to leadership development. The successes of our second year have been a team effort. CV-Well provides opportunities for members to get involved, regardless of career level and experience.

2022-2023 Leadership Team

Executive Committee

Chair: Lauri Byerley, PhD, RDN, LDN, FAND

Chair-Elect: Sherri Stastny, PhD, RD, CSSD, LRD

Past Chair: Elizabeth Abbey, PhD, RDN, CDN

Secretary: Dana White, MS, RD, ATC

Treasurer: Kathleen Woolf, PhD, RD, FACSM

Delegate: Lynn Cialdella Kam, PhD, MA, MBA, RDN, CSSD, LD

Member Engagement Chair: Carrie Hamady, EdD, MS, RD, LD, FAND

Education Chair: Taylor Bloedon, PhD, RDN, CSSD

Communications Chair: Grace Derocha, RD, CDCES, MBA

IDEA (Inclusion, Diversity, Equity, & Access) Liaison: Jen Nguyen, RDN, CDN, NASM-CPT

Leadership Cultivation Director: Jean Storlie, MS, RD

Social Media Director: Liz Kiertscher, MS, RD, LD, CPT, CWPC

CV-Well Content Experts: Geeta Sikand, MA, RDN, FAND, CDE, CLS, FNLA; Kavita Hariram Poddar, PhD, RD, CD, LDN, CLS

Pathways Editor-in-Chief: Satya S. Jonnalagadda, PhD, MBA, RDN

Pathways Associate Editor, Research: Katelyn E. Senkus, MS, RD

Pathways Associate Editor, Practice: Shannon Herbert, MS, RD

PAL (Policy Advocacy Liaison): Geeta Sikand, MA, RDN, FAND, CDE, CLS, FNLA

PAL Rapid Response Team: Karen Collins, MS, RDN, CDN, FAND; Penny Kris-Etherton, PhD, RD, FAHA, FNLA, FASN, CLS;

Linda Van Horn, PhD, RD

NSPS (Nutrition Services Payment Specialist): Carol Bradley, PhD, RDN, LD, BCBA

Nominating Committee

Chair: Jennifer Burris, PhD, RD, CSSD, CNSC, CDCES

Members: Carol Sloan, RDN, FAND; Karen Collins, MS, RDN, CDN, FAND; Mark Kern, PhD, RD, CSSD

Symposium Planning Committee

Chair: Karen Reznik Dolins, EdD, RD, CDN, CSSD

Members: Amanda Clark, MS, RD; Christina Scribner, MS, RDN, CSSD, CEDRD; Enette Larson-Meyer, PhD, RDN, CSSD, FACSM; Judith Hinderliter, RDN, MPH, LDN; Melinda Manore, PhD, RD, CSSD, FACSM; Cheryl Toner, MS, RD

Academy Staff and External Contractors

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Corporate Relations Manager: Kathleen Griffith

Pathways Managing Editor: Annette Lenzi Martin

Pathways Graphic Designer: Mary Chase