

# DCE | Strategic Plan

2016-2019



## **GOAL 1: The public trusts and recognizes DCE members as food, nutrition and diabetes experts.**

### **STRATEGIES:**

#### **1. Work collaboratively with industry, media, medical and other health care disciplines and their organizations.**

##### Tactics:

1. Collaborate with Academy to develop training modules in diabetes.
2. Identify DCE expert members who will represent our organization at key identified meetings [i.e. family medicine, physician assistants, pharmacists, AACE]. Stipend may be available.
3. Collaborate with the Academy, Member Interest Groups, other Dietetic Practice Groups, industry, and other health care disciplines and their organizations to develop culturally sensitive resources for people of diverse backgrounds and native languages.

#### **2. Use evidence-based science on issues related to nutrition, food and diabetes.**

##### Tactics:

1. Educate our members on the value of research and support those who are involved in research.
2. Research that promotes our profession will be identified and evaluated for consideration of future funding.
3. Promote availability of the Karen Goldstein award to our members.
4. Identify research articles that support diabetes care, prevention and legislation.

#### **3. Advocate for leadership positions.**

##### Tactics:

1. Promote online leadership training offered by the Academy.
2. Identify and recruit DCE members to serve in appointed or elected positions for the Academy.

#### **4. Engage with policy makers and decision makers.**

##### Tactics:

1. Identify DCE expert members who will represent our organization at key identified meetings i.e. Institute of Medicine. Stipend may be available.

## **GOAL 2: DCE members optimize the health of individuals and populations impacted by diabetes.**

### **STRATEGIES:**

#### **1. Engage DCE members to impact food and nutrition policies through participation in the legislative and regulatory processes at local, state and federal levels.**

##### Tactics:

1. Action Alerts (pilot texting for action alerts).
2. Devise a reimbursement CE module about the history of the MNT benefit that will be free to ALL Academy members.
3. Develop YouTube series on public policy basics and current issues, ongoing, as needed, posted to the DCE website.
4. Include relevant public policy topics and action alerts into DCE webinars ongoing, as applicable.
5. Offer all webinar viewers an option to be entered into an annual pool to win a stipend to the Public Policy workshop in Washington DC.

#### **2. Prepare and support DCE members to lead, contribute, conduct, interpret and use research in practice.**

##### Tactics:

1. By 2017, DCE to fund another research project in collaboration with DPBRN.
2. Promote the Karen Goldstein grant.
3. Promote DPBRN within the DCE membership.
4. Ensure that a DCE member completes the application for an Academy appointment to DPBRN.

#### **3. Review and update the Diabetes Scope of Practice for the continuum of care for diabetes as needed based on research, practice guidelines, etc.**

##### Tactics:

1. Provide a SOP/SOPP link on the DCE website, and via eUpdates and NewsFlash blurbs.

#### **4. Utilize and expand the MNT reimbursement for the continuum of diabetes care.**

##### Tactics:

1. Provide resource and direction, Electronic Mailing List (EML) and Q & A available on website.
2. Webinar on reimbursement with information on ICD 10. Collaborate with the Academy reimbursement team, DCE Reimbursement Representative and post on website.

## **GOAL 3: Membership and prospective members view DCE as vital to professional success.**

### **STRATEGIES:**

#### **1. Target non-renewed DCE Members, and Registered Dietitian/Nutritionists and Nutritionist/Diet Technician Registered and students for membership.**

##### Tactics:

1. Create messages about the benefits of DCE membership that current members can share with potential members through e-blasts and social media.
2. Provide DCE leadership and members access to electronic and hard copy reprints of the ABOUT DCE card to hand out at meetings and networking events.
3. Send e-blasts and emails to past members who have not renewed to remind them of the importance of DCE and Academy of Nutrition and Dietetics membership, highlighting the vital role each plays in advocating and representing RDNs in all areas of legislation.

#### **2. Provide relevant and valued resources and services for a diverse audience through enhancement of social media.**

##### Tactics:

1. Continue to increase the social media presence and reach of DCE within and beyond DCE membership, including investigation of use of Twitter chats and LinkedIn.
2. Encourage all DCE to participate in current platforms, including Facebook, Instagram, Twitter, and Pinterest.
3. Highlight members and student members' accomplishments on social media. Promote this information on the DCE website and through e-blasts, as well.

#### **3. Create state of the art professional development opportunities.**

##### Tactics:

1. Create additional culturally sensitive publications and webinars.
2. Develop a procedure for awarding speaker stipends. Request that speakers who receive DCE Speaker Stipends acknowledge in their presentation that they received a DCE Speaker Stipend.
3. Investigate and develop procedures related to the creation of a speaker's bureau.

# Diabetes Care and Education Dietetic Practice Group

## Mission

Empowering DCE members to be leaders in food, nutrition, diabetes care and prevention.

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## Vision

Optimizing the health of people impacted by diabetes using food, nutrition, and self-management education.



**Diabetes Care  
and Education**

a dietetic practice group of the  
Academy of Nutrition  
and Dietetics



[www.dce.org](http://www.dce.org)