

DCE | Annual Report

2012-2013





CHAIR'S MESSAGE

We are students, teachers, clinicians, managers, and researchers. We are retirees. We work with industry, government, hospitals, and skilled nursing facilities. We are self-employed. We enjoy writing, teaching, and reaching out to the media and the community to spread the word on nutrition and diabetes prevention, education, and management. We are Diabetes Care and Education (DCE) Dietetic Practice Group (DPG) of the Academy of Nutrition and Dietetics!

The ability of our members to share not only with patients and clients but also with other DCE members seems endless. We are wealthy in the number of partnerships we have built. Activities this year have truly reflected DCE's vision.

Collaboration with others from the Academy:

- In conjunction with the Weight Management DPG, DCE sponsored a member reception at the Food & Nutrition Conference & Expo™ (FNCE®) and supported the Petition for Board Certified Specialist for Obesity Nutrition.
- With the Renal DPG, DCE is working on the development of a new publication, *Making Choices: Meal Planning for Patients with Diabetes and Chronic Kidney Disease*.
- With the Oncology Nutrition DPG, we published the Spring 2013 issue of *On The Cutting Edge (OTCE)*, DCE's premier continuing education publication, focusing on diabetes and cancer topics.
- DCE was instrumental in aligning a celebrity chef with a diabetes-related culinary demonstration at FNCE® 2012.

During the past year, DCE:

- Filled a request to have a member on the American Geriatrics Society's Updated Guidelines for Improving the Care of the Older Adult with Diabetes Mellitus
- Saw a DCE member appointed to the National Institutes of Health Consensus Development Conference Panel on Gestational Diabetes Mellitus
- Joined the Academy's Kids Eat Right Campaign
- Completed the online learning module *Standards of Practice and Standards of Professional Performance: Steering the RD Career in Diabetes*, which is currently being offered free to members
- Demonstrated our commitment to outcomes research by:
 - Funding the Karen Goldstein Memorial Grant for Diabetes Medical Nutrition Therapy through the Academy Foundation
 - Offering monthly research article summaries in the E-Update and three times a year in the *NewsFLASH* newsletter
 - Including Academy speakers Alison Steiber, PhD, RD, Chief Science Officer, and Rosa Hand, MS, RDN, LD, Senior Manager, Dietetics Practice Based Research Network, at the 2013 DCE Leadership Retreat, who provided suggestions for DCE members to become more involved in research

Mission

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

Vision

DCE members lead the future of nutrition and diabetes prevention, education, and management.



INCOMING CHAIR'S MESSAGE

Additional DCE activities included:

- Hosting popular free webinars for DCE members
- Finalizing the new strategic plan to lead us through 2013-2016
- Providing member volunteers to assist the Academy on Evidence Analysis Library work
- Sending representatives to diabetes conferences, both domestic and international
- Electing DCE members in other diabetes organizations
- Honoring DCE members with national Academy awards
- Revising several popular educational handouts and expanding our partnership with the National Diabetes Education Program (NDEP), which included providing select NDEP handouts on our website to members and the general public
- Launching the Diabetes Resource Center on our website, with access to 20,000 patient resources
- Creating a DCE presence on Pinterest

DCE is as talented as our members. Our accomplishments are a direct result of our members, who have contributed endless hours of volunteer time and energy to DCE. The continued generousities of our industry partners and the support we receive from the other diabetes organizations have allowed us to achieve our strategic priority goals:

First Year Goals:

- Sustain and grow a high level of satisfaction and retention among members.
- Use electronic technology to engage new and existing members.
- Promote and support member professional development.
- Maintain a high value of membership.

Second Year Goals:

- Advance DCE's unique position as the authority in nutrition and diabetes prevention, education, and management.
- Promote and maintain new DCE image.
- Develop domestic and global alliance and stakeholder relationships.
- Promote and support evidence-based practice and research.

On behalf of DCE, I thank you for your support!

Andrea Vegh Dunn, RD, LD, CDE
2012-2013 DCE Chair

2013-2014 is the 35th Anniversary of DCE. As we celebrate the organization's accomplishments over these years, we also look to the future with our new purposed mission statement – to include all dietitians, entry level to advanced practice, to be leaders in nutrition, diabetes education, management, and prevention.

As we implement our new strategic plan, next year's plans include:

1. Technology Focus:

Direction from the Diabetes Technology and Innovation Committee, a new website section, social media exposure (including Pinterest and Facebook), and free continuing education options from DCE webinars and *OTCE*.

2. Relationship Building:

Creation of alliances and networking opportunities with industry, American Diabetes Association (ADA), American Association of Diabetes Educators (AADE), NDEP, medical schools, and universities to improve diabetes education and meet changing health care needs.

3. Promotion of Public Policy and Nutrition and Diabetes Research Efforts:

Increased member involvement in public policy and reimbursement assistance decisions, support of members with research interest, and opportunities to participate in the DCE Diabetes Outcomes Research Award.

I am honored to be the incoming chair of DCE at this exciting time. I am thankful for all the people and organizations mentioned in this annual report for everything they have done to make DCE a successful and trusted authority in nutrition and diabetes education, management, and prevention.

Lisa Brown, RD, LD, CDE
2013-2014 DCE Chair

ACTIVITIES OF DCE COMMITTEES

Social Media

DCE created a Facebook page and developed an Instagram at FNCE® which shares images of people and places.

On March 1, 2013, we launched a DCE Pinterest page. <http://pinterest.com/dcedpg>.

Publications

Patient Education Handouts: DCE patient education handouts are peer-reviewed and highly valued by both DCE members and non-members, as indicated by the number of hits on the DCE website. The following handouts were updated this year:

- *Advanced Insulin Management: Using Insulin-to-Carb Ratios and Correction Factors*
- *Mealtime Insulin Management*
- *Managing and Preventing Hypoglycemia*
- *Sweet Taste – Without the Calories*

The following were also added:

Wisconsin Diabetes Mellitus Essential Care Guidelines Tools Prevention by the Wisconsin Diabetes Prevention and Control Program:

- *Know the Symptoms: Hypoglycemia*
- *Know the Symptoms: Hyperglycemia*

NDEP Publications with DCE Logo:

- *Diabetes Medications*
- *Your Game Plan to Prevent Type 2 Diabetes: Booklet*
- *Your Game Plan to Prevent Type 2 Diabetes: Fat and Calorie Counter*
- *Your Game Plan to Prevent Type 2 Diabetes: Food and Activity Tracker*
- *Tips for Teens with Diabetes: Make Healthy Food Choices* (English and Spanish)
- *Tips for Teens with Diabetes: About Diabetes* (English and Spanish)
- *Tips for Teens with Diabetes: Be at the Healthy Weight* (English and Spanish)
- *Tips for Teens with Diabetes: Be Active* (English and Spanish)
- *Know Your Blood Sugar Numbers*
- *Tips to Help You Stay Healthy*
- *The Power To Control Diabetes is In Your Hands*
- *Help a Loved One with Diabetes*
- *Prevent Type 2 Diabetes Step by Step* (English and Spanish)
- *Take Care of Your Heart. Manage Diabetes.*

Technology and Innovations

Creation of a "News and Updates" section on the website that offers members technology tools needed for patient care and provides the latest information on recalls, new products, and upcoming technology. This section should serve as the "go-to" site for members to stay on top of the latest diabetes information and innovations.

Communications

Newsletters

OTCE and *NewsFLASH* are published six times annually (three times for each publication) and continue to be favorite benefits of the membership. *OTCE* is peer-reviewed, and each issue provides 3 to 4 hours of continuing professional education units (CPEUs). *NewsFLASH* keeps members up-to-date in the field of diabetes care and education.

DCE distributes more than 7,000 issues of each newsletter to national and international members, registered dietitians (RDs) and registered dietitian nutritionists (RDNs), advocacy organizations, Academy spokespersons, industry sponsors, and dietetic education programs across the United States.

OTCE themes in the past year included:

Summer 2012: Diabetes Prevention: From Research to Practice
Theme Editor: Gretchen Youssef, MS, RD, CDE

Winter 2012: Less Well-Known Co-Morbidities of Diabetes
Theme Editor: Mamie Lausch, MS, RN, RD, CDE

Spring 2013: Diabetes and Cancer: Addressing Interrelationships and Treatment Recommendations special edition joint newsletter of the Diabetes Care and Education and the Oncology Nutrition Dietetic Practice Groups. Editors: Diane Reader, RD, LD, CDE (OTCE) and Maureen Leser, MS, RD, LD, CSO (ONC)

Electronic Communications

The DCE website, www.dce.org, has recently been revised and updated for easier navigation and to better meet members' needs. Some of the features easily accessible on the homepage include:

- Member profile and a history of CPEUs
- Member accomplishments
- DCE RD locator
- Calendar of events, including educational DCE webinars and DCE-sponsored FNCE® presentations
- Recipe of the Month features
- Awards
- Copy-ready patient handouts
- **WAYS FOR YOU TO GET INVOLVED!**

New features this year include:

- Diabetes Resource Center: Access to 20,000 patient resources
- Connect to DCE on Pinterest and Facebook
- Research: Articles authored by DCE members, journal reviews, and research tools
- Timely Calls for Action regarding legislation
- Active Market Site: Promotes and advocates DCE member services and events

The DCE website has approximately 4,000 to 5,000 visits per month, and last year there were more than 42,000 unique visitors. Patient handouts, webinars, and CPEU opportunities are the most visited pages.

The DCE electronic mailing list (EML), with more than 1,100 subscribers, continues to be an active forum for sharing tools, questions, ideas, and clinical information with other diabetes and nutrition professionals. Communication on important issues is provided through DCE E-Update (monthly newsletter) and through periodic e-Blasts for valuable member messages.

PROFESSIONAL DEVELOPMENT

DCE Webinars

DCE offered 8 webinars this year, viewed by more than 3,800 people. DCE webinars focus on high-standard, evidence-based practice. Webinars are recorded and are available for viewing with CPEUs for one year after the live webinar. This past year's webinars were:

- **“Carbohydrates, Glycemic Index, Potatoes and Diabetes: The Latest Research and Dietary Recommendations for Type 2 Diabetes” – June 22, 2012**

An update on the latest research and recommendations for the dietary management of type 2 diabetes, this webinar examines carbohydrates and the glycemic index as well as the role that potatoes play in the diets of people with type 2 diabetes. Sponsored by The Potato Board.

- **“First Came Diet & Exercise ... Then What? Diabetes Case Studies” – September 25, 2012**

This presentation of a series of case studies examines guidelines for initiating glucagon-like peptide (GLP)-1 analogs and for changing insulin regimens. In addition, presenters look at the progression of diabetes after successful use of diet and exercise, including the changes in medications that are often necessary.

- **“The Effects of Persistent Organic Pollutants (POPs) on Risk of Diabetes Mellitus” – November 13, 2012**

This webinar reviews persistent organic pollutants (POPs) and how they relate to diabetes, allowing RDs and RDNs to learn how to identify and avoid POPs. Included in the discussion are diet types associated with lower POP levels as well as supplements and their potential to help with POP detoxification.

- **“Nutrition Care Manual 2012 Webinar for the DCE DPG” – December 16, 2012**

This webinar, offered to DCE members by the Academy, reviews the tools and resources available in the *Nutrition Care Manual* and *Pediatric Nutrition Care Manual* that can help keep practitioners current on the latest nutrition therapies and practice recommendations.

- **“Better Choices, Better Health – Diabetes: An Online Stanford Self-Management Program Powered by the National Council on Aging” – January 30, 2013**

This webinar describes the Stanford online diabetes self-management program. It includes the evidence for the development of this program and how RDs, RDNs, and Certified Diabetes Educators (CDEs) can use this tool to enhance their practices. Sponsored by National Council of Aging.

- **“Gestational Diabetes: Moving From Evidenced-Based Guidelines to Practical Applications” – January 31, 2013**

This webinar features DCE members Alyce Thomas, RD, and Diane Reader RD, CDE. With the use of case studies, they discuss the definition, diagnosis, and management of gestational diabetes mellitus as well as the Academy's evidence-based gestational diabetes mellitus nutrition practice guideline. This collaboration between DCE and the Academy is available on the Academy website.

- **“Low and Reduced Calorie Sweeteners: Hot Topics From A to Z” – February 12, 2013**

Presenters offer scientifically based answers to commonly asked questions about sweeteners. Participants can learn more about how these food ingredients are approved; their use in pregnancy; how they affect appetite, satiety, and hunger; and how much people are really using them. Sponsored by the Calorie Control Council.

- **“Diabetes and Depression: Using an integrative Care Approach to Help Improve Diabetes Outcomes” – March 19, 2013**

This webinar looks at the use of the Diabetes Distress Scale and how to apply its results to treatment planning. Participants learn how to use key questions to help clients identify solutions to reduce distress related to diabetes.

2012 DCE AWARD RECIPIENTS

Legislative Activity Award

Sister Ladonna Woerdeman, MS, RD, LD, CDE

Legislative Stipend

Katherine Boyce, MS, RD, LD, CDE

Marcia Kyle, RD, LD, CDE

Distinguished Service Award

Linda Delahanty, MS, RD, LD

Publications Award

Prof. Dr. Rubina Hakeem, PhD, RD, RPHN

Diabetes Educator of the Year Award

Margaret E. Cook-Newell PhD, RD, LD, CDE, CN

People's Choice Award

Lorena Drago, MS, RD, CDN, CDE

Champion Award

Jacqueline K. Giovanoni, RN, BSN

Educational Stipend

Della B. Flanagan, MEd, RD, LD, BC-ADM, CDE

Geetha Krishnan, MS, MA, RD, CDE

Mary Lou Perry, MS, RD, CDE

Kelli Wilson, MS, RD, LD

Speaker Stipend

Paula Ackerman, MS, RD, CDE

Diana L. Malkin-Washeim, MPH, RD, CDE, CD-N

Marianne Wolfe-Hutton, RD, CSR, CDE

RESEARCH

New monthly journal review highlights diabetes articles in professional journals, including links to the articles. This allows DCE members to stay current with evidence-based practice research.

MEMBERSHIP ACTIVITIES

DCE had 6,324 members, including 291 students, during 2012-2013. Active members participated in myriad projects and services provided to all members through the website, webinars, *OTCE*, *NewsFLASH*, patient education handouts, and EML. Thanks to our members, the profession of diabetes care and education is promoted outside of the organization.

DCE joined the Academy's Kids Eat Right Campaign as a "crew member," with many DCE members serving individually or applying for mini-grants (www.facebook.com/DCEdpg).

In August 2012, DCE hosted a booth in the exhibit hall during the AADE Annual Meeting & Exhibition in Indianapolis. Twenty-six DCE members volunteered to promote the DPG's benefits to hundreds of colleagues. Registered nurses, pharmacists (PharmDs), and other colleagues are encouraged to take advantage of CPEU opportunities through *OTCE*.

NATIONAL DIABETES EDUCATION PROGRAM

DCE is a member of the NDEP, which consists of more than 200 partners. NDEP promotes the value of RDs or RDNs who specialize in diabetes and provides resources to DCE members. Some of the most popular NDEP patient education handouts are now available on the DCE website for members and the general population. In response to DCE's request, CPEU credits will be available through two joint DCE/NDEP webinars for 2013-2014.

2012-2013 FINANCIAL REPORT

DCE's Executive Committee continues to be fiscally responsible, holding an ample amount of funds in reserve in the event of a downturn in the economy. The following financial report reflects our success in maintaining low expenses and meeting our fundraising goals.

REVENUE	YTD Actual	YTD Budgeted
Membership Dues	\$181,189	\$186,510
Merchandise Sales	5,082	19,520
Grants/Contracts	149,825	176,000
Interest Income	92,635	0
Total Revenues	\$428,731	\$382,030
EXPENSES	YTD Actual	YTD Budgeted
Lodging	\$43,088	\$70,774
Subsistence	11,187	20,473
Transportation	35,880	56,677
Professional/Consulting	113,348	105,700
Postage	18,047	16,000
Mailing Service	4,077	295
Office Supplies	866	2,220
Stationery/Forms	104	0
Telephone	824	1,140
Teleconference Expense	1,460	3,834
Advertising/Promotion	1,588	300
Other Expense	1,075	0
Member Dues/Seminar Fees	17,747	21,656
Credit Card Processing Fee	3,529	2,700
Donations/Contributions	2,616	9,700
Outside Services	7,106	8,238
Donations To ADAF	49,000*	20,000
Honorariums/Awards	22,386	35,100
Expo/Meeting Services	5,568	9,702
Food Service	41,468	47,895
Printing/Copying	2,174	17,412
Total Expenses	\$383,138	\$449,816
Net Profit/(Loss)	\$45,593	\$(67,786)
Net Investment Reserves	\$741,476	

* Due to judicious use of our finances this year, we were able to include additional funding towards the Karen Goldstein Research Grant which supports medical nutrition therapy outcomes through the Academy of Nutrition and Dietetics Foundation.

2012-2013 DCE CORPORATE SPONSORS

The generous support of industry sponsors allows DCE to fulfill our mission and vision. We sincerely thank the following industry sponsors for their support of DCE initiatives during the fiscal year of June 1, 2012 through May 31, 2013.

Abbott Diabetes Care

- Sponsorship of DCE Leader's breakfast at AADE 2012
- Sponsorship of updated educational handout *Mealtime Insulin Management*
- Sponsorship of updated educational handout *Advanced Insulin Management: Using Insulin-to-Carb Ratios and Correction Factors*

Abbott Nutrition

- Sponsorship of the 2012 DCE Past Chair's Dinner at FNCE®

Becton Dickinson Medical – Diabetes Care

- Sponsorship of Winter 2012 *OTCE*

Calorie Control Council

- Sponsorship of February 2013 webinar "Low and Reduced Calorie Sweeteners: Hot Topics from A to Z"

CanolaInfo

- Cosponsorship of DCE and Weight Management DPG Joint Networking Reception at FNCE® 2012

Corn Refiners Association

- Sponsorship of DCE member breakfast at FNCE® 2012

Daisy Brand Cottage Cheese

- Cosponsorship of DCE Awards Breakfast at FNCE® 2012
- Sponsorship of two E-Updates
- Cosponsorship of DCE and Weight Management DPG Joint Networking Reception at FNCE® 2012

- Sponsorship of reception for DCE members at AADE 2012

Diabetic Cooking

- Sponsorship of 2012 Diabetes Educator of the Year Award
- Complimentary magazine subscription to United States members

Diabetic Living

- Complimentary magazine subscription to United States members

Dreamfields Pasta

- Sponsorship of three DCE speaker stipends

Eli Lilly and Company

- Sponsorship of Fall 2012 *NewsFLASH*
- Sponsorship of Winter 2013 *NewsFLASH*

Health Management Resources

- Sponsorship of five DCE Educational Stipend Awards

Healthcare Resources Online

- Website support through the DCE portal Diabetes Resource Center

Johnson & Johnson/Animas

- Tour of Animas insulin pump production facility and presentation of future pump/continuous glucose monitoring research and technology for DCE leaders before FNCE® 2012

McNeil

- Sponsorship of 2012 DCE Distinguished Service Award
- Cosponsorship of DCE and Weight Management DPG Joint Networking Reception at FNCE® 2012

National Council on Aging

- Sponsorship of January 2013 webinar "Better Choices, Better Health – Diabetes: An Online Stanford Self-Management Program Powered by the National Council on Aging"

Novo Nordisk

- DCE Advisory Services for Consumer Education/Diabetes in a New Light website

United States Potato Board

- Sponsorship of June 2012 webinar "Carbohydrates, Glycemic Index, Potatoes and Diabetes: The Latest Research and Dietary Recommendations for Type 2 Diabetes"

Viocare

- Lunch sponsorship of Executive Committee Meeting at FNCE® 2012

Werther's Original Sugar-Free

- Support and product sample distribution at 2013 DCE Leader Retreat

DCE PUBLIC POLICY

DCE continues to support the efforts of the Academy and Diabetes Advocacy Alliance for passage of the Preventing Diabetes in Medicare Act of 2013 and the Gestational Diabetes Act. To increase public exposure and congressional awareness of these issues, DCE has created a media plan involving experts from the DCE membership in featured published or broadcast stories starting in the fall of 2013. To increase DCE member contact with lawmakers, our Public Policy Liaison is writing short recommended messages each month for our members to use to email or call Congress. One of the upcoming *OTCE* issues will concentrate on public policy.

DCE REIMBURSEMENT

This year's focus has been on educating DCE members about reimbursement issues and how they can have an impact on both state and national public policies. The monthly lessons presented on the DCE website generated questions directed to the committee chair. Such questions demonstrated the increasing involvement of members in the reimbursement area, which should have a major impact on the role of the RD or RDN on health care and food industry teams.

2012-2013 EXECUTIVE COMMITTEE

FROM LEFT TO RIGHT:

Liz Quintana, Carol Hamersky, Ann Constance, Betty Krauss, Susan Yake, Amy Hess Fischl, Lisa Brown, Andrea Dunn, Amber Wamhoff, Maria Chondronikola, Susan Rizzo, Carolyn Harrington, Maryann Meade



2013-2014 EXECUTIVE COMMITTEE

Chair

Lisa Brown, RD, LD, CDE
612-889-5633
brown1457@gmail.com

Chair-elect

Jo Jo Dantone, MS, RDN, LDN, CDE
662-809-8451
JoJo@NutritionEd.com

Past Chair/Industry Relations Chair

Andrea Dunn, RD, LD, CDE
440-871-1421
dm2rdcde@gmail.com

Secretary

Ann C. Constance, MA, RD, CDE, FADE
906-361-9754
ann.constance@yahoo.com

Treasurer

Cecilia J Sauter, MS, RD, CDE
662-809-8451
csauter@med.umich.edu

Membership Committee Chair

Carolyn Harrington, RD, LDN, CDE
715-551-0416
Carolyn.Harrington217@gmail.com

Print Communications Chair

Lorena Drago, MS, RD, CDN, CDE
718-263-3926
lorenamsrd@aol.com

Electronic Communications Chair

Betty Krauss, RD, CDE
616-242-0494
betty.krauss@maryfreebed.com
bkmda@aol.com

Professional Development Chair

Susan Rizzo, RD, LDN, CDE
847-437-5500 X3438
Nutrizz6RD@comcast.net

Public Policy Liaison

Michele D. Chynoweth, RD, CDE
661-872-1295
mntbyrd@sbcglobal.net

Dietetic Practice Group Delegate (DPGD) to the Academy House of Delegates

Liz Quintana, EdD, RD, LD, CDE
304-293-7246
equintana@hsc.wvu.edu

Nominating Committee Chair

Rosalyn H. Haase, MPH, RD, CD, BC-ADM, CDE
715-965-1732
rosalynhaase@hotmail.com

Administrative Manager

Linda Flanagan Vahl
312-899-4725/800-877-1600 X4725
lflanagan@eatright.org