

**Diabetes Care
and Education**



a dietetic practice group of the
Academy of Nutrition
and Dietetics

www.dce.org



DCE | Annual Report

2013-2014



Mission

Empowering Diabetes Care and Education members to be the leaders in nutrition and diabetes education, management, and prevention.

Strategic Plan 2013-2015

Goal 1:

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

Goal 2:

- Advance DCE's member relationships among industry, media, professional and public education.
- Collaborate with organizations to promote RDs in diabetes care, education and prevention.

Goal 3:

- Support and promote public policy and research efforts in nutrition and diabetes.
- Address and support public policy efforts involving nutrition and diabetes and pre-diabetes.
- Increase research efforts.

CHAIR'S MESSAGE

The Centers for Disease Control and Prevention estimate that diabetes affects 29.1 million people in the United States, making it inevitable that diabetes will touch everyone's life at some point and in some way. Diabetes Care and Education (DCE) is perfectly positioned to provide guidance for all those affected people.

DCE has used the results of a member survey to expand our mission and vision statement as well as broaden our scope. The intent is to empower members to be leaders in nutrition and diabetes education, management, and prevention. DCE supports dietitians at all levels of expertise to:

- 1) Gain experience through evidence-based knowledge
- 2) Advance expertise in diabetes
- 3) Enable all members to have the ability to work at the top of their licenses

Our strong leadership history, talented members, and valued industry partnerships have allowed DCE to complete our 35th year with a detailed strategic plan in place to keep DCE on the cutting edge.

During 2013-2014, DCE has provided numerous member benefits to achieve our goals.

Educational Opportunities

Advancing the skills of registered dietitians (RDs) and registered dietitian nutritionists (RDNs) to the top of their licenses and providing 17 diabetes-related credits for diabetes-accredited programs:

- *On the Cutting Edge* (3 issues with 9 free continuing professional education units [CPEUs])
- *newsFLASH* (3 issues)
- DCE Webinars (6 live and recorded diabetes topics with 6 free CPEUs)
- DCE Networking Events and FNCE® Diabetes Priority Session
- Academy of Nutrition and Dietetics Scope of Practice Decision Tool
- Standards of Practice/Standards of Professional Performance (SOP/SOPP) Modules (2 free CPEUs)
- Diabetes Resource Center with online patient resources

Networking and Communications

Increased electronic technology to ensure timely access to information for members that can enhance personal skills in diabetes care:

- DCE website with up-to-date resources
- Electronic mailing list (EML) to share questions, information, and job postings
- Facebook and Pinterest presence to enhance social media exposure
- DCE Expertise Survey to match requests with members' expertise
- DCE Membership Receptions at national meetings
- DCE E-Updates and e-Blasts to keep members current
- International representation and collaboration with DCE international members

Advocacy and Public Policy

Keeping members informed and soliciting advocacy support for diabetes-related legislation:

- Action alerts for diabetes-related bills
- Medical nutrition therapy (MNT) reimbursement support and interpretation
- Representation in the Academy's House of Delegates



Research

Commitment to fund outcomes-based research to document proven benefits of the RD's and RDN's role in diabetes education:

- *Karen Goldstein Memorial Research Grant for Diabetes MNT* MNT-focused research for DCE members, fully funded this year
- *Evidence-Based Nutrition Practice Guideline for Preventing Diabetes* Prediabetes (outcomes research)-focused research project with the Academy
- *Improving D5 Measures in Adults with Type 2 Diabetes: A Randomized, Controlled Trial of a Dietitian-led Primary Care-integrated Telemedicine Program* Type 2 diabetes-focused project with the Minneapolis Heart Institute Foundation
- *Gestational 6-week Postpartum Education Project* Gestational diabetes-focused DCE project

Awards and Stipends

Recognition of significant accomplishments and support for members' personal growth experiences:

- DCE Distinguished Service Award
- DCE Champion Award
- DCE Legislative Award
- DCE Publications Award
- DCE Educator of the Year Award
- DCE Educational Stipend Awards
- DCE Speaker Stipend Awards
- Nominating DCE members for Academy Awards

Alliances and Collaborations

Expanded collaborations to support the advancement of diabetes care and quality of life for people with diabetes:

- Strong industry partnerships (listing within)
- American Association of Diabetes Educators (AADE): networking agreement, DCE speaker session at AADE conference, DCE-authored article in *AADE In Practice* publication
- American Diabetes Association (ADA) networking agreement

- International Diabetes Federation (IDF) – International Dietitian meeting in Australia
- Diabetes Education and Camping Association (DECA): nutrition-based practices within the camp manual
- Weight Management Dietetic Practice Group (DPG): joint member reception at the Academy Food & Nutrition Conference & Expo™ (FNCE®)
- Renal DPG: joint FNCE® spotlight session at FNCE® with Diabetes and Kidney Education Tool
- SCAN DPG: joint handout on Exercise and Diabetes
- General Mills and The Bell Institute: meeting and reception at Leadership Retreat
- Meeting with office staff of Sen. Al Franken (D-MN) at Leadership Retreat
- National Diabetes Education Program (NDEP): collaboration on handouts and joint webinars

We end our 35th year with great pride in our accomplishments. The unparalleled expertise and support of our past chairs and current members allows DCE to face the future in an excellent position. Thanks to the leadership of past chairs, we are financially stable and able to advance into new territory of enhanced member benefits by actively participating in research to advance the role of RDs and RDNs in diabetes prevention, education, and management.

Lisa Brown RD, LD, CDE

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

“After the FNCE® (annual planning) sessions had been finalized, I got a call from Linda Delahanty telling me DCCT (Diabetes Control and Complication Trial, a national study that presented how important tight blood sugar control is) was ending early, and she needed a slot on the program to report on DCCT results. I called American Dietetic (now Academy of Nutrition and Dietetics), explained, and was able to get a room for 1000, and we managed to come up with some money to support Linda’s presentation at FNCE®.”

– Anne Daly, MS, RDN, BC-ADM, CDE
DCE Chair, 1993-1994

INCOMING CHAIR'S MESSAGE

I am honored to hold this most prestigious position with DCE and promise a 100% commitment of my time and talents this year. Many thanks for your support. Our Executive Committee is comprised of some of the strongest RDs and RDNs working in the field of diabetes in the nation. With their support, I will endeavor to fulfill my goals as Chair, which are to:

1. Support DCE members who work with persons with diabetes by ensuring that you receive the most up-to-date resources available to do your job.
2. Increase membership by "thinking outside the box" both to promote retention of current members and obtain new members.
3. Be fiscally responsible by exercising close budgetary management of your membership dues dollars.
4. Promote public policy efforts by investing in time and resources to further the role of the RD and RDN to obtain maximum reimbursement for MNT and DSMT.
5. Promote research by continuing to fund diabetes-related research projects that are determined to be beneficial to our members by the Executive Committee with guidance from the Research Committee.

The DCE Strategic Plan is a 3-year plan. I will be operating in year 2 during my tenure as Chair. I have developed and put in place a system that enables each committee chair to tie her committee's activities to Strategic Plan goals, strategies, and tactics on a

monthly basis. This should help our Executive Committee to concentrate on "strategy-driven" outcomes.

Our DCE Strategic Plan focuses on:

1. Technology
2. Relationship Building
3. Promotion of Public Policy and Nutrition and Diabetes Research Efforts

Our new mission and vision statements bring these goals together. With your continued support, DCE will strive to empower each member to be a leader in nutrition and diabetes education, management, and prevention, thereby optimizing the quality of life for all people with diabetes.

Thank you for this amazing opportunity to serve our members and those persons living with diabetes, of whom I am one.

Jo Jo Dantone, MS RDN LDN CDE

Jo Jo Dantone, MS, RDN, LDN, CDE
DCE Chair, 2014-2015

PRINT COMMUNICATIONS

Newsletters

On the Cutting Edge and *newsFLASH* are each published three times a year and continue to be among the top valued member benefits. *On the Cutting Edge* is a peer-reviewed publication, and each issue provides 3 to 4 hours of CPEUs. *newsFLASH* keeps members up-to-date about developments in the field of diabetes care and education.

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

On the Cutting Edge themes in the past year included:

Spring 2013: Diabetes and Cancer: Addressing Interrelationships and Treatment Recommendations
Oncology Nutrition and DCE collaboration: Collaborative newsletter covering both

diabetes and cancer. Editors: Diane Reader, RD, LD, CDE (DCE) and Maureen Leser, MS, RD, CSO, LD (ONC)

Summer 2013: The Impact of Psychological Distress, Mental Health Disorders, and Substance Use Disorders on Diabetes Care and Education
Theme Editor: Sue McLaughlin, MOL, BS, RD, CDE

Winter 2013: Public Health and Community Resources: Meetings Diabetes Head-On
Theme Editor: Sandra Parker, RD, CDE

newsFLASH offered a variety of feature articles and regular columns, some of which included:

- Celebration of DCE's 35th Anniversary with contributions from past DCE chairs
- Have You Read?
- Book Review
- Have You Seen?
- Meet the Chef
- Legislative Update
- Technology Update

Patient Education Handouts

DCE patient education handouts are peer-reviewed, copy-ready, and highly valued by both DCE members and non-members, as evidenced by the number of visits to the DCE website. The following handout was revised this year: *Carbohydrate Counting: A Tool to Help Manage your Blood Glucose*. Due to current patient needs, a new prediabetes handout is being developed. Both handouts emphasize the importance of teaming with an RD or RDN.

Looking to the Future

The primary goal for print communication for the upcoming year is to provide DCE members with a thorough professional package that includes a webinar to update professional knowledge, review of current literature in the DCE newsletters, and patient education materials that focus on a single topic or theme.

PROFESSIONAL DEVELOPMENT

DCE Webinars

In recognition of DCE's 35th anniversary, all webinars in fiscal year 2013-2014 were offered free to DCE members. New this year was collaboration with the National Diabetes Education Program (NDEP) to cosponsor two webinars, thereby enhancing both groups' resources. All DCE webinars are recorded and available to members 24/7 via each member's My Media account. In addition, all provide CPEUs. A wide range of topics were covered this year, including:

- "Diabetes in the Bedroom: Men's and Women's Issues" Janis Roszler, MSFT, RD, CDE, LD/N
- "Exercise on Insulin--Staying in Balance" (NDEP/DCE cosponsors) Sheri Colberg, PhD, FACSM
- "PCOS: Best Strategies for Dietitians" Angela Grassi, MS, RD, LDN
- "DM Management Strategies for an Aging Population" Kathy Warwick, RD, CDE
- "Living on the Vedge: How Dietitians Can Support Plant Based Diets" Mary Lou Perry, RD, MS, CDE and Anne Hedelt, NP
- "Diet Counseling for People with Diabetes and Kidney Issues" (NDEP/DCE cosponsors) Andrew Narva, MD

Research

The Research Committee keeps members updated on the latest developments in this area of diabetes via the website *Research Tab*. Updates encompass diabetes-related journal reviews, articles of interest to the diabetes community, and opportunities to participate in research. The Research Tool Kit is also available at this site for member use. The committee also offered advice on DCE research initiatives to promote evidence-based practice.

Innovations and Technology

This newly revamped committee developed a resource tab on the website to keep members updated on the latest on medications and devices. Under the *Innovations and Technology* tab, members can find current diabetes industry news, information on product recalls and product comparisons, and news about diabetes in the future. Work is in progress to add information on diabetes apps to keep members updated on technology-based innovations that can aid in clinical practices.

2013 DCE AWARDS AND STIPENDS

Distinguished Service Award

Joan Hill, RD, CDE, LD

Diabetes Educator of the Year Award

Carrie Swift, MS, RD, BC-ADM, CDE

Legislative Activity Award

Julie Drzewiecki, MS, RD

Educational Stipends

Sandra Parker, RD, CDE
Christine Quan, RD, CDE
Estella Garcia, RD, LD, CDE
Danielle Krueger, RD, CD

Speaker Stipends

Cathy Deics, RD, LRD, CDE
Robin Nwankwo, RD, MPH, CDE

DCE REIMBURSEMENT

During the 2013-2014 fiscal year, the DCE website has been continually updated to provide members with current information from the Academy reimbursement department as well as legislative issues that can influence reimbursement of our professional services. All of these items are designed to serve DCE members and their patients. The reimbursement page of the website received nearly 3,000 page views. Additional knowledge on this important area of practice was provided at the Academy Reimbursement Boot Camp.

Because Medicare reimbursement is a major aspect of nutrition practice, I was asked to present to the Dietitians in Health Care Communities pre-conference workshop at 2013 FNCE® on "Diabetes Management in Long-term Care," which was well attended and well received. In January 2014, I presented a webinar for DCE on "Diabetes Management Strategies for an Aging Population," which drew more than 650 attendees.

Goals for the upcoming year are to:

- Establish a tutorial on the reimbursement section of the website
- Continue to update members on current legislative issues
- Encourage members to contact their legislators on important issues

DCE PUBLIC POLICY

In 2013, DPG Public Policy Liaison positions were renamed Policy and Advocacy Leaders (PALs). Each PAL represents a DPG or MIG (member interest group). This position continues to serve as a liaison between the DPGs and MIGs and the Policy and Advocacy Initiatives office of the Academy. DCE assisted in the efforts of the Academy and the Diabetes Advocacy Alliance to support passage of the Preventing Diabetes in Medicare Act of 2013 and the Gestational Diabetes (GEDI) Act. DCE has provided resources, research, and testimony to bolster these legislative issues. Additional legislative issues on which the PALs are concentrating include the Reauthorization of the Older Americans Act, Treat and Reduce Obesity Act (TROA), and Prevention Health Savings Act, which would provide the Congressional Budget Office with a longer window (up to 30 years) to consider the cost benefits of preventive services.

To increase public exposure and congressional awareness of these issues, the Academy grassroots director initiates e-letter writing campaigns with Action Alerts to Academy members regarding legislation that requires attention and solicits data and personal stories from members. This ongoing communication complements a strong relationship among DCE members with members of Congress on a quarterly and often monthly basis. Face-to-face visits with representatives and senators are encouraged in the district offices as well as at the annual Public Policy Workshop in Washington, DC, which was held March 30 through April 1, 2014. DCE collaborates with Academy staff and members across the nation to focus on the need for research, clinical care, public policy, reimbursement, education, and advocacy to improve the health and well-being of persons with and at risk for diabetes.

RESEARCH

Because evidence-based nutrition research is imperative for our professional success, DCE has collaborated with the Academy research department to develop an investigation about diabetes prevention. This project uses survey methodology and pre/post measures of patient outcomes to determine the self-reported use of the evidence-based nutrition practice guidelines (EBNPG) for preventing diabetes by RDs and RDNs, how close usual care is to the EBNPG, whether self-reported use of the guidelines (from the survey) is a good measure of actual use, whether training on the EBNPG changes care, and whether those changes in care lead to better patient outcomes. The survey can also be used to measure how knowledge of the guidelines changes over time, thereby serving as a measure of dissemination. These findings should enhance the importance of the RD or RDN on a health care team for chronic disease treatment and prevention.

MEMBERSHIP ACTIVITIES

DCE had 63,178 members during 2013-2014, including 436 student members. The members actively volunteered for many projects and services, such as the website, webinars, and publications.

DCE kicked off a successful student recruitment campaign by having members nominate their favorite Dietetic Internship or Coordinated Undergraduate Program. Twenty-one complimentary DCE student memberships were awarded to programs located throughout the United States, with the intent of helping students learn more about the field of diabetes care and education.

In August 2013, DCE hosted a booth in the exhibit hall during the AADE Annual Meeting & Exhibition in Philadelphia. Many DCE volunteers interacted with variety of health care professionals, including nurses and pharmacists, to promote the benefits of the Academy Associate membership and to take advantage of the continuing education credits offered through DCE's publications and webinars.

2013-2014 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	\$177,380	\$186,735
Merchandise Sales	3,838	10,000
Grants/Contracts	226,855	180,500
Interest Income	91,622	0
Total Revenues	499,695	377,235
EXPENSES	YTD Actual	YTD Budgeted
Lodging	\$37,795	\$72,562
Subsistence	12,916	27,227
Transportation	44,345	53,366
Professional/Consulting	111,049	118,700
Postage	12,359	16,000
Mailing Service	4,224	296
Freight	1,954	5,000
Office Supplies	1,459	2,320
Stationery/Forms	242	0
Telephone	790	1,140
Teleconference Expense	1,901	3,984
Advertising/Promotion *	8,735	56,550
Depreciation	0	3,750
Other Expense	362	0
Memb Dues/Seminar Fees	18,002	23,722
Credit Card Processing Fee	3,966	4,291
Donations/Contributions **	60,505	25,500
Outside Services	1,831	10,438
Honorariums/Awards	18,445	32,600
Expo/Meeting Services	9,853	13,379
Food Service	49,680	53,895
Printing/Copying	2,311	17,412
Total Expenses	\$402,724	\$542,132
Net profit/(loss)	96,971	(164,897)
Net Investment reserves	\$755,557	

* Includes the 35th Anniversary Member gift – Scope of Practice Tool. The money not used was invested in a \$40,000 Research Project with the Academy to benefit members – paid under the Actual Donations/Contributions line item.

**Includes \$20,000 to ANDF and \$40,000 to Research Project with the Academy

“Recognition by industry, and their substantial funding of DCE projects was the most gratifying aspect of my tenure.”

– Carolyn Leontos
DCE Chair, 1992-1993

2013-2014 DCE CORPORATE SPONSORS

The generous support of industry sponsors allows DCE to fulfill our mission and vision. We sincerely thank the following for their support of DCE initiatives during the fiscal year of June 1, 2013 through May 31, 2014.

Abbott Diabetes Care

- Sponsorship of DCE Leader's breakfast at AADE 2013

Abbott Nutrition

- DCE industry-sponsored breakfast at FNCE® 2013

Bell Institute of Health and Nutrition

- Tour of the Betty Crocker Test Kitchens and reception during Leadership Retreat 2014
- Sponsorship of breakfast at Leadership Retreat 2014
- Sponsorship of survey to membership

CanolaInfo

- Cosponsorship of DCE and Weight Management DPG Joint Networking Reception at FNCE® 2013
- Sponsorship of an e-Blast
- Sponsorship of advertising insert in Summer On the Cutting Edge

California Strawberry Commission

- Sponsorship of two E-updates

Cranberry Institute

- Sponsorship of an e-Blast

Daisy Brand Cottage Cheese

- Sponsorship of two E-updates
- Cosponsorship of DCE and Weight Management DPG Joint Networking Reception at FNCE® 2013
- Sponsor of reception for DCE members at AADE 2013

Diabetic Cooking

- Sponsorship of 2013 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
- Sponsorship of membership breakfast at FNCE® 2013

Eli Lilly and Company

- Sponsorship of Fall 2013 newsFLASH
- Sponsorship of Winter 2014 newsFLASH

Haas Avocado

- Sponsorship of two e-Blasts
- Sponsorship of insert in Winter 2013 *On The Cutting Edge*

Hager Pharma

- Product samples at Leadership Retreat 2014

Healthcare Resources Online

- Website support through the DCE portal "Diabetes Resource Center"

Kellogg's and Murray Sugar Free

- Cosponsorship along with DCE of Awards Reception at FNCE® 2013

Kao Health & Nutrition LLC/Qupio

- Sponsorship of e-Blast

Lifescan

- Cosponsorship of 2013 DCE Distinguished Service Award

McNeil Nutritionals, LLC

- Cosponsorship of 2013 DCE Distinguished Service Award
- Sponsorship of survey to members

Novo Nordisk

- Diabetes in a New Light Grant 2013
- DCE Advisory Services for Consumer Education

Roche Diagnostics

- Sponsorship of Spring 2014 newsFLASH
- Sponsorship of Summer 2014 *On The Cutting Edge*

Unilever

- Sponsorship of two e-Blasts

Valeritas/V-Go

- Sponsorship of lunch at Leadership Retreat 2014

Visual Medical/Tartoos

- Sponsorship of break at Leadership Retreat 2014

"We strengthened the DCE membership survey questions in an effort to integrate results into branding and strategic planning."

– Jackie Boucher, MS, RD,
BC-ADM, CDE,
DCE Chair, 2001-2002

ELECTRONIC COMMUNICATIONS

In one place, DCE members can find the following through the www.dce.org:

- Your CPEUs and Profile
- Current Research
- Resources for New Technology
- Scholarships
- Awards
- Educational Material
- Networking Opportunities
- Legislative Updates
- Calendar of Events
- DCE RD Locator
- Recipes
- Member Accomplishments
- WAYS TO GET INVOLVED
- DCE Webinars
- Friends

During the past year, many members took advantage of the website, with 310,820 page views, 72,415 (23.3%) of which were directed to the publications/education handouts. This translates to 54,091 users.

One of the strategic goals that allowed this level of viewer use a tutorial for navigating through the website, developed by Laura Russell, RD, CDE, our Web Editor. An additional electronic tool is the EML, which has more than 1,200 subscribers who participate in the active forum, sharing tools, questions, and clinical information with other diabetes and nutrition professionals. Finally, important issues and announcements are publicized monthly through the DCE E-Update (monthly newsletter) and periodic e-Blasts to keep members informed.

NATIONAL DIABETES EDUCATION PROGRAM

NDEP, a federally funded program, has more than 200 partners working together to improve diabetes prevention, detection, and treatment. Since 1997, DCE and the Academy have been important NDEP partners. During the 2013-2014 year, DCE successfully collaborated with NDEP in jointly sponsoring a well-attended webinar, promoting the DCE name on the NDEP home page, and cobranding educational materials distributed via the NDEP audience.

2013-2014 EXECUTIVE COMMITTEE

FRONT ROW (LEFT TO RIGHT):

Susan Rizzo RD, LDN, CDE, Betty Krauss RDN, CDE, Liz Quintana EdD, RD, LD, CDE, Michele Chynoweth RD, CDE, Lorena Drago MS, RD, CDN, CDE

BACK ROW (LEFT TO RIGHT):

Ann Constance MA, RD, CDE, FAADE, Jo Jo Dantone MS, RDN, LDN, CDE, Lisa Brown RD, LD, CDE, Andrea Dunn RD, LD, CDE, Carolyn Harrington RD, LDN, CDE, Cecilia Sauter MS, RD, CDE



2014-2015 EXECUTIVE COMMITTEE

Chair

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"I'm dating myself but one of my significant recollections looking back today is the tools we had to communicate with people across the country. Instead of email and faxing, we operated with overnight and snail mail, in-person meetings and the phone. Oh yes, lots of phone calls."

– Hope Warshaw, MMSc, RD, CDE, BC-ADM
DCE Chair, 1989-1990

"Dietitian concern about diabetes was clearly evident when DCE membership grew from 300 members to over 1,500 after it became a check-off option with annual dues."

– Judith Wylie-Rosett, EdD, RD
DCE Chair, 1981-1982