

The Fall Bulletin



eat right. an affiliate of the American Dietetic Association

A Quarterly Newsletter

Volume 70 Number 3

President's Message...

I am honored to currently be serving as President of the Iowa Dietetic

Association.

I would like to start by thanking Molly Pelzer for being a superb President and mentor over the last year and I look forward to continuing work with her as Past-President. Last year remarkable work was completed and new projects started; I look forward to the continuation of these projects and all of the new achievements that await our association.

All of the work that is done by this organization is accomplished by absolutely magnificent volunteer leaders. I just want to take a moment to share some of the hard work that has and will continue to occur through the dedication of our members.

- **Julie McMillin and Erin Bergquist** are working diligently to organize the IDA, two day annual meeting slated for November 1-2, 2011. Please mark your calendars to attend what will be a wonderful learning opportunity.
- **Teresa Nece, Jen DeWall, Monica Lursen, and Sue Roberts** continue high quality work in the public policy and regulatory activities that affect all registered dietitians.
- **Judy Fitzgibbons** lead the efforts last year for the completion of the newest edition of the Simplified Diet Manual. These efforts were supported by many Iowa Dietetic Association members using their time and talent to write the individual chapters and Andrea Maher who was an extremely dedicated editor. The manual lead is now in the very capable hands of Anne Oldham who will lead the printing and advertising. The new manual should be available in January 2012. Also look for some very useful patient educational tools that will be part of this new manual.
- **Emily Krengel, Meredith Hansen, and Monica Lursen** have spent time updating and revising the IDA Bylaws. continued on page 9...

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The University of Iowa Nutrition Center

The University of Iowa Nutrition Center was established in 2005 to provide nutrition counseling and dietary assessment and to promote nutrition with a focus on the research, education and service missions of the UI College of Public Health.

The Nutrition Center is directed by Linda G. Snetselaar, PhD, RD, LD, and staffed by registered dietitians and a research associate. Dr. Snetselaar and her staff have extensive experience in clinical research, nutrition assessment, project management and wellness programming. Together, they have honed their skills in nutrition counseling, study coordination, recruitment, data collection, and intervention development, implementation, and evaluation. Many of their projects focus on improving quality of life through chronic disease prevention, including obesity prevention.

Research

The Nutrition Center's research projects are in areas of prevention, community health, and chronic disease management throughout the life cycle. Their current research projects and collaborations include workplace and school wellness programs, medical student evaluation, and pediatric obesity intervention, including the following initiatives:

- *Promoting Wellness and Reducing Obesity Among Children in Muscatine and Fort Dodge, Iowa*, collaborative, community-based initiatives in Muscatine and Fort Dodge intended to promote health and, over time, reduce obesity in children.
- *Brief Motivational Interviewing to Reduce Body Mass Index (BMI²)*, a collaborative project with the University of Michigan to test interventions addressing the key barriers to obesity counseling in pediatric primary care.
- *The Grocery Shopping Study*, an evaluation of the effects of a new nutritional scoring program (NuVal™) recently deployed in Iowa by Hy-Vee™.
- *Nutrition Experiences in Cancer Prevention*, a grant to improve cancer-related nutrition knowledge of medical students and to provide them with nutrition-related experiences to enhance their ability to understand and promote nutrition as future physicians.
- *Be Engaged: Help Integrate Protection/Promotion (Be Hipp)*, a program seeking new approaches to worksite wellness and work station design specifically for office workers.
- *American Dietetic Association Diabetes Type 2 Evidence-Based Nutrition Practice Guidelines (EBNPG) for Adults Pilot Study*

Education

The Nutrition Center's education activities include development and implementation of teaching tools, seminars, and facilitation of problem-based learning. For example, the Nutrition Center staff has been involved in the development and facilitation of the problem-based learning course, Clinical Beginnings. Clinical Beginnings is offered to University of Iowa medical students and other students in nursing, physical therapy, pharmacy, and dentistry, and the physician assistant program. Nutrition Center staff also teach classes to University of Iowa Hospitals and Clinics dietetic interns and collaborate with other research and academic centers, including the University of Iowa Prevention Research Center headed by Edith Parker, DrPH.

In addition to formal academic and health professional programs, the Nutrition Center offers workshops in motivational interviewing. Examples of projects where staff provided motivational interviewing training include:

- American Dietetic Association Blue Cross Blue Shield North Carolina Medical Nutrition Therapy Cost/Utilization Study
- Carle Foundation Medicare Coordinated Care Demonstration Project
- College of Medicine Multidisciplinary Experience
- Dial a Dietitian Webinar Series for Canadian Call Center Dietitians
- Iowa City/Cedar Rapids, Iowa Free Medical Clinics
- Study of motivational interviewing as an intervention for women coping with intimate partner violence
- Study of parent-based intervention to increase safe teen driving
- Purposeful Eating Corporate Wellness program
- Iowa Department of Public Health Wellmark Grant

Service

The Nutrition Center serves many Iowa communities through wellness programming in businesses, schools and the community. The staff provide worksite services such as initial wellness evaluations of food service operations, vending, and existing wellness resources. They offer recommendations for enhancement and then implement any requested services. For school districts, the Nutrition Center also assesses current programming, then develops and implements enhanced programming tailored for each school district. Such programs may address the school food environment, nutrition education, physical activity, staff wellness, parent engagement, or a combination of priorities. Finally, the staff evaluate the implemented programs, providing subjective and objective measures of progress.

Contact Information

The Nutrition Center welcomes the opportunity to provide Motivational Interviewing workshops, worksite and school wellness services to interested businesses, schools, and organizations. They also welcome collaboration with other researchers.

Dr. Snetselaar and the Nutrition Center Staff can be reached via email: uiowanutritioncenter@uiowa.edu or phone 319-384-5059.

Linda G. Snetselaar, PhD, RD, LD

linda-snetselaar@uiowa.edu

Lois A. Ahrens, RD, LD

lois-ahrens@uiowa.edu

Donna L. Hollinger, MS, RD, LD

donna-hollinger@uiowa.edu

Iлона E. Lichty, MS, RD, LD

ilona-lichty@uiowa.edu

Kimberly A. S. Merchant, MA

kimberly-merchant@uiowa.edu

Dru K. Mueller, MS, RD, LD

dru-mueller@uiowa.edu

Karen L. Smith, MS, RD, LD

karen-l-smith@uiowa.edu

IDA Officers..

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IDA Public Policy Update

The IDA public policy panel is beginning its work for the year. The committee will focus on the following major projects:

- Monitor and participate in Health Care Reform activities in Iowa.
- Meet with and support key state legislators running for re-election in 2011. These identified legislative leaders have supported IDA health and nutrition legislation.
- Meet with and support key Iowa Congressional leaders running for election in 2012.
- Engage IDA members in the public policy process including increasing the number of members responding to ADA and IDA Action Alerts.
- Encourage IDA members to contribute to the ADA PAC.
- Work with Wellmark to gain provider status and reimbursement for licensed dietitians.
- Work to add the Iowa Dietetic Association to Medical Assistance Advisory Council in Iowa Code (SF 185).
- Continue legislative work to add MNT terminology to the Iowa Code.
- Support Food Day, October 24, 2011. Senator Tom Harkin is honorary co-chair and Representative Dave Loebsack serves on the Food Day Advisory Committee.
- Communicate regularly with legislators on state and federal issues.
- Communicate regularly with elected and appointed state leaders.
- Support policy positions of ADA and the dietetics profession.
- Sponsor the 2012 IDA Legislative Day.

The IDA Public Policy committee will meet by conference call monthly. If you have ideas or suggestions on how to assist the committee in IDA's policy initiatives, please contact Jennifer DeWall, IDA State Policy Representative at studionutrition@yahoo.com or Teresa Nece, IDA Public Policy Coordinator at tan1019@mchsi.com.

Federal Legislative Update

Our Iowa Congressmen have been back to their districts for a few weeks after a historic legislative session. The budget for 2012 still needs to be passed. We know that the House has recommended significant cuts in programs that will affect ADA members. We know that the Senate Appropriations staff have not finalized their numbers yet but suspect they will be different from the House but still with reductions. ADA staff is meeting with these staffs almost daily to keep current on the situation.

It is a time that is unparalleled for Congress. ADA has heard from the most senior members of Congress and their staff, that no program or spending is considered safe. Part of the debt ceiling bill is language to establish a group of 12 to identify a prudent and workable spending plan. The Super Committee created by the debt ceiling agreement is now in place. This Committee has the responsibility to achieve \$1.5 trillion in additional deficit reduction by the end of 2011. Failure to produce an agreement on further deficit reduction will result in automatic across the board cuts for many federal agencies and programs of at least 7 percent. The members are:

Senate Democrats	House Republicans
Patty Murray (Washington) Co-Chair	Jeb Hensarling (Texas) Co-Chair
John Kerry (Massachusetts)	Dave Camp (Michigan)
Max Baucus (Montana)	Fred Upton (Michigan)
Senate Republicans	House Democrats
Rob Portman (Ohio)	James Clyburn (South Carolina)
Jon Kyl (Arizona)	Chris Van Hollen (Maryland)
Pat Toomey (Pennsylvania)	Xavier Becerra (California)

IDA PUBLIC POLICY UPDATE *continued...*

Now is the time for RDs to tell our Congressmen about how we impact the lives of Iowans on a daily basis.

ADA has initiated the “Take your Congressmen to Work” campaign for the very first time. This campaign gives RDs and DTR’s the opportunity to show case what you do on a daily basis. Tailor the information to your Congressmen’s interest.

Highlight your work-

1. Share a patient story and then include how many patients are seen in your facility.
2. Share stories about your success working with patients to reduce obesity and share how that has impacted their families and other parts of their lives.
3. Share how many students enjoyed learning about dairy, fruits and vegetables that are from their district. Discuss the impact of farm to school programs have on the local economy.

These are just a few examples; no one has a better idea of the value RDs bring to the community than you. Right now it is all about value and that spending is for effective programs and services.

We know RDs and DTRs make enormous contributions to the health of their communities. However not everyone knows this information. And during this unprecedented time where many groups are competing for the same funding, we cannot expect others to promote us. We all recognize funding streams will be reduced, we are advocating for fairness with a particular focus on the programs and services that offer long term solutions.

As the year progresses we will be called to Action, so please watch your inbox for Action alerts from ADA. Please be prepared to lend your support and send a letter as requested.

ADA Public Policy Workshop

Excitement will be in the air in 2012. ADA’s 2012 Public Policy Workshop (PPW) will be a face-to-face meeting in Washington, D.C.!

Mark your calendar for Sunday, April 15 – Tuesday, April 17, 2012 at the Crystal Gateway Marriott in Arlington, Virginia. Watch for more information later this year.

Iowa Licensure Changes

The Iowa Dietetic Licensure Board approved changes to the Administrative Rules. The new rules are effective August 17, 2011. Changes were made in Chapters 81- Licensure of Dietitians; 82, Continuing Education for Dietitians; and 83, Discipline for Dietitians. The changes better define new or existing terms, clarify or simplify the licensure process, and update alignment of Iowa requirements with ADA/CDR requirements and ethics.

You can access current dietetic laws and rules by visiting <http://www.idph.state.ia.us> .

Click on the “Professional Licensure” link, select “Dietetics from the drop-down list of boards and press “Go,” then select “Laws and Rules” from the drop-down list of Board pages and press “Go.”

1st Annual



5K Run/Walk

IDA is hosting a family-friendly event as an exciting fundraiser with proceeds going directly to the *Kids Eat Right* initiative at the American Dietetic Association Foundation (ADAF).

The kids involved in the event will have an opportunity to participate in a 1K fun run, hula hooping, and jump roping activities. And, of course, we will have beverages and healthy snacks to promote eating right!

Please JOIN US:

Sunday, October 9th, 2011

Water Works Park
Des Moines, South Shelter (off Valley Drive)

8:30 a.m. Check-in

9:00 a.m. 5K starts

9:30 a.m. Kids activities

Awards to follow

To register, visit the IDA website (www.eatrightiowa.org).

Day-of registration is also welcome!

If you would like to volunteer, please contact:

Courtney Bloxham (ADAF Chair for Iowa)

courtneyb@greenhillsrc.com

515-450-3641



Here are some lessons learned on how keep a conference live using Social Media from the 2nd Annual Health Data Initiative Conference at the Natcher Auditorium of the National Institutes of Health held just a couple weeks ago. Adapted from: http://newmedia.hhs.gov/blog/social_conferences.html

1. **Include the #hashtag with all promo materials.** For the X-Treme Nutrition Makeover use #X-Treme

The #hashtag defines the virtual conference room that your online participants will enter. It needs to be easy to remember, not too long, and included in press releases, blog posts, the live-streaming page, the agenda, your forehead.... everywhere. Does each breakout session warrant its own hashtag? If, so put those on the agenda.

"Today you don't have to be physically present at a conference to get value out of it. Therefore, every event planning committee should be asking: **How do we share the value of the conference with the rest of the world and in real time?"**

2. **Have 'announcement updates' pre-populated.**

Turns out that most of the official tweets can be written out before the conference even begins. While you'll need to be flexible in case things change, having updates prepared can ensure that you're timely. Build this out in a wiki for easy maintenance.

3. **See yourself as a hub.**

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Ten universities from across the country held their own 'viewing parties' where they gathered people to watch and discuss the event themselves. Recognize that these off-shoots have different perspectives, often more local and practical than presented at the conference. Ask leaders of these viewing parties to be active participants in the online conversation.

4. **Have a communications "War Room".**

A handful of people sitting in the same room monitoring online outlets, and discussing the play-by-play of the conference can go a long way to getting a streamlined operation. This is not a new concept, per se. But recognizing the prominent role of the web during the conference, and building around that, is an essential piece that helps the rest of this list truly work. Elements of this might include: conference stream on a wall; white board with relevant hashtags; the agenda made available. From here you can easily solicit and filter questions from the online audience.

Social Media Conference Tips

5. Define a core communications team.

There should be a small team whose role it is to share the event's activities with those who can't be there. They run the twitter accounts. They monitor the networks for questions, concerns. They mostly live in the War Room, perhaps bouncing between breakout sessions. Depending on your conference, this team may include non-feds (or non-members).



6. Give multiple people access to the official account(s).

One person may tire during the day, and how are they supposed to be at all the breakout sessions at the same time? Giving multiple people access helps diffuse the burden. Just be sure you know which account you're tweeting from.

7. Add value to the conversation.

Simply posting what is happening is important. But by including links to background information or a website referenced, your updates can augment a presentation or a speech. (This gets back to customer service.)



8. Know your megaphones.

Some people have accounts with 44 followers, others with 44,000 followers. Recognize who the key influencers are and connect with them before the event. Ensure they know what the #hashtag and official accounts are.

9. Personal vs Gov't accounts.

This one gets tricky. For the most part, we kept @HealthDataGov as a push tool, for the now-this-is-happening kind of tweets; the kind that can mostly be pre-populated. However, when people online ask questions or make comments that need to be addressed, for example noting that the volume is low on the live stream, we reached out to them on our personal accounts to either get more information on the problem or let them know that we were working on it.

10. For the participants, have all the assets in one place online.

Our hhs.gov/live page included the live video stream, a twitter fall of our @HealthDataGov account, a link to our Ustream feed, a way for them to email in comments (in case they don't have or don't want to use a social network), and an HTML-coded agenda full of hyperlinks. This is a true opportunity to provide excellent customer service to those looking for information. As much as possible, anticipate the information that someone may need and provide it there. Don't make them search for it.

In the planning of any conference or event, decisions of priority and feasibility have to be made. Events that are not live streamed have an even stronger call for a social presence. In the end it comes down to providing great customer service with the time and tools at your disposal.

2011 Iowa Dietetic Association Awards

IDA has a proud tradition of recognizing dietetic

leaders and the future of our profession through its awards and scholarship program. Each year outstanding nutrition professionals and dietetic students are recognized for their scholastic and professional achievements, leadership skills, and personal characteristics.

This year we had several nominations for many award and scholarship categories. The applicants were impressive and while many of the categories were highly competitive, the following contenders were chosen as this year's recipients.

- IDA Medallion Award = Sandra Guise, RD, LD
- IDA Recognized Outstanding Dietitian of the Year Award = Molly Pelzer, RD, LD
- IDA Recognized Young Dietitian of Year Award = Lisa Nolting, RD, LD
- IDA GEM Award = KCRG
- IDA Scholarship (\$600) recipients = Emily Mashack, Kara Strand, and Kelly Wagner

Congratulations to all of our 2011 recipients. They will be honored at the annual meeting this fall. Thank you to all applicants. Again, many of the award categories were very competitive this year. We are a state rich with outstanding nutrition professionals. We encourage you to nominate those you feel are worthy of recognition this upcoming year (application deadlines to be announced).

Continued from page 1

Please go to the member's only section of the IDA website for review. All members will be voting for approval of the bylaws at the November annual meeting.

I would also like to extend CONGRATULATIONS to Anne Cundiff, Stacey Loftus, Lois Stillman, Kara Behlke, Nicole Arnold, Lisa Krausman, and Nikki Stahr and all of the IDA Kids Eat Right volunteers. Iowa has shined as leaders in the Kids Eat Right movement and were the winners of the volunteer challenge. Please look for more messages and information on continued opportunities with Kids Eat Right.

This is just a small example of the dedicated work being accomplished by our IDA volunteer leaders. Those listed above and many others have worked diligently to advance our association. Thank you to each and every leader for the time you provide to the Iowa Dietetic Association. Our association is made up of some truly talented leaders.

Once again thank you for the opportunity to work with each of you as your President. Please feel free to contact me at any time throughout the year with your thoughts and suggestions!

Jill Lange, MPH, RD, LD

Iowa Dietetic Association Annual Meeting

Give your career a makeover at this year's IDA annual meeting!

Date: November 1-2, 2011

Location: Hy-Vee Conference Center, West Des Moines Iowa

For more information contact: Julie McMillin,
jmcmillin@hy-vee.com

Register today online at:

www.eatrightiowa.org



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CPE CALENDAR OF EVENTS

September 26-28, 2011
6th Annual Obesity and Wellness Congress

The World Congress Washington, DC
<http://www.worldcongress.com/events/HL11088/index.cfm>

October 1-5, 2011
The Obesity Society 29th Annual Scientific Meeting
Orlando, FL

<http://www.obesity.org/meetings-and-events/annual-meeting.htm>

October 7, 2011
Directions in Diabetes

Call 888/DIABETES Ext. 6862
srolfe@diabetes.org
 Kirkwood Training and Outreach Services
 Marion, Iowa

October 15, 2011
American Diabetes Association Diabetes Expo

Minneapolis, Minn.
www.diabetes.org

October 24, 2011
Food Day

<http://foodday.org>

October 25-27, 2011
International Scientific Conference on Nutraceuticals and Functional Foods

Pavol Jozef Šafárik University in Košice.
 Kosice, Slovakia
<http://www.foodandfunction.net/Conference>

October 29 - November 2, 2011
APHA Annual Meeting and Expo
American Public Health Association,
 Washington, DC

<http://www.apha.org/meetings/AnnualMeeting/>

October 31 - November 1, 2011
Institute of Medicine Workshop on the Role of Obesity in Cancer Survival and Recurrence

Washington, D.C.
www.iom.edu

November 1st & 2nd, 2011
X-Treme Nutrition Make Over: Give Your Career A New Look!
Iowa Dietetic Association Annual Meeting

Hy-Vee Conference Center
 5820 Westown Parkway
 West Des Moines, IA 50266
<http://eatrightiowa.org/annmtg/index.html>

November 19, 2011
Advanced Course in Food Allergies, Intolerances, and Sensitivities

Presented by Dr. Stephen Wengen and Innate Health Services
 Seattle, Wash.
 E-mail: info@IBSTreatmentCenter.com
www.InnateHealthClasses.com

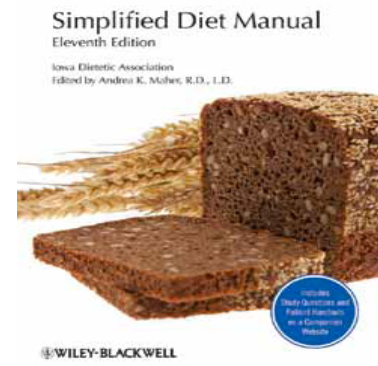
December 4-8, 2011
International Diabetes Federation World Diabetes Congress

Dubai, United Arab Emirates
www.worlddiabetescongress.org

Simplified Diet Manual 11th Edition Update

By Andrea Maher RD, LD

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Simplified Diet Manual, 11th edition

Get ready to purchase the next edition of the Simplified Diet Manual!

Publication date: December 2011.

Hardback: \$54.99

A digital edition will also be available for download to you computer or e-book reader

Revisions and additions to the Eleventh Edition of the Simplified Diet Manual include:

- Update of the Guidelines for Diet Planning based on Dietary Guidelines for Americans 2010
- Inclusion of Choose My Plate
- Updated Study Guide Questions at the end of each chapter
- Inclusion of online patient education handouts that coordinate with selected therapeutic diets in the manual
- Revision of Food for the Day tables using wider variety of culturally diverse foods
- Addition of the Mechanical Soft and Pureed Diets
- Addition of the Small Portion Diet
- Addition of the DASH Diet
- Revision of the Diets for Kidney and Liver Disease to include potassium and phosphorus food lists and a section on Guidelines for Liver Disease
- Addition of the Kosher Diet
- Inclusion of *Choose Your Foods, Exchange Lists for Diabetes* (© 2008, ADA)

The manual will have a new layout style for FOOD FOR THE DAY and SUGGESTED MENU PLAN tables.

Phone Toll-Free: **877.762.2974** • Fax Toll-Free: **800.597.3299**

Mail: Customer Care, 10475 Crosspoint Blvd, Indianapolis, IN 46256

www.wiley.com



BULLETIN SUBSCRIPTION & ADVERTISING POLICY

Non-IDA members, retired members and dietitians, from other states may subscribe to *The Bulletin*. The yearly subscription fee to cover printing, mailing and handling costs is \$25.00.

Make check or money order payable to the Iowa Dietetic Association and send with your name and address to:

Monica Lursen, RD/LD 27924 Butler Center Road Clarksville, IA 50619-9253 319-885-6557

lursen@butler-bremer.com

IDA Bulletin Deadlines Please submit your **unformatted** articles for publication in the next IDA Bulletin to:

Nadine Fisher, IDA Bulletin Editor

Electronic submissions are required.

Guidelines for submission can be viewed at:

http://eatrightiowa.org/bulletin_2010.pdf

Please send articles to: rf0619@mchsi.com

The four yearly deadlines are: Feb 15, May 15, Aug 15, and Nov 15

If you are interested in assisting with the website please email me or call Nadine during the day at: 319-688-5866

For information on advertising in the Bulletin or on the IDA website, please contact Monica Lursen (email below). The following information is relevant to determining advertising fees:

Non-profit groups relating to IDA/ADA are provided free advertisement space. The size of the ad may be altered at the discretion of the editor. (Example: ADA Foundation, Practice

Groups)

Non-profit groups not relating to IDA/ ADA pay 50% of the advertisement rate (Example: Iowa State Press, educational facilities, IDA/ADA Members)

Profit groups or organizations representing profit groups and groups not related to IDA will pay 100%. (Example: Hawkeye Foods, Martin Brothers)

This policy includes ads for products, services, books and educational materials, as well as classified ads.

Meeting announcements are listed free-of-charge as space allows and at the discretion of the editor

Advertisement fees are determined by IDA and its Executive Director. A current schedule of fees may be obtained by email:

lursen@butler-bremer.com

Monica Lursen, IDA executive Director
27924 Butler Center Road
Clarksville IA 50619-9253
phone (319) 885-6557.