

# Iowa Dietetic Association Publication Taskforce Report

Presented to the Iowa Dietetic  
Association Board

February 25, 2005



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## Executive Summary

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### Overview

Historically, textbook publications have held a strategic place in the professional and financial status of the Iowa Dietetic Association (IDA). Originally published by Iowa State Press, all IDA publications are now published by Blackwell Publishing, Inc. The publications have been key in developing quality training throughout Iowa and have fulfilled a need for accessible medical nutrition therapy and food service sanitation guidelines. For example, the *Simplified Diet Manual* is specifically named in several chapters of the Iowa Administrative Code (IAC) indicating the value state regulatory agencies have given the publication and the Iowa Dietetic Association. IDA publications have given dietetics professionals in Iowa the opportunity to be authors and editors therefore, viewed as experts in the field.

Changes in the market and publishing industry, as well as increased diversity of the dietetic profession, have resulted in less revenue generated from these publications in recent years. In March 2004, the IDA Board voted to complete a cost benefit analysis of the current IDA publications by an independent taskforce. The objective of the IDA Publications Taskforce was to complete a comprehensive report for the IDA Board that included a summary of various assessment activities, options for IDA Board consideration and Publication Taskforce recommendations by March 2005.

### Scope of the Project

The Publication Taskforce initiated several assessment activities to glean as much information about how current IDA Publications are managed, their use, and their potential contribution to the IDA. These assessment activities included:

- Facilitate a SWOT (strengths, weaknesses, opportunities and threats) analysis,
- Review of IDA documents (contracts, minutes, etc.),
- Determine financial costs and profitability trends,
- Review of Iowa Administrative Code,
- Interviews with current users of IDA publications,
- Feedback from IDA leadership and members,
- Interviews with publishers, and
- Dialogue with regulatory officials.

The assessment information was thoroughly reviewed and resulted in a list of options for the IDA Board to consider. This is followed by specific recommendations of the Publications Taskforce. The Publications Taskforce developed decision-making tools to assist IDA Board members in making informed decisions regarding the future of IDA publications.

### Results & Discussion

**IDA Infrastructure.** Recently, the process of developing, maintaining and promoting the IDA publications has not met IDA Board expectations. There has been a lack of organizational oversight and communication between the IDA Board and the original Publications Committee regarding writing, editing, publishing and promoting the publications. Gaps exist within the IDA infrastructure in regards to the decision-making process in all of these areas. Promotion of the

publications has not been a priority and there has not been any development or marketing plans proposed that coordinate with the IDA strategic plan. IDA by-laws, strategic plan, committee and chair responsibilities, contractual agreements and legal guidance could all be strengthened to better support maintaining the current publications.

The ever-changing food and nutrition environment obligates IDA to keep publications current. This requires regular reviews and editing processes that demand time, expertise and a significant financial commitment by IDA. As a volunteer organization, there is continual rotation of volunteer members on the Board, Council and committees as outlined in the IDA bylaws. These “intermittent” positions may inhibit adequate maintenance of publications that have a lifespan of five to ten years.

**Revenue & Expenses.** For almost two decades, publications have been a significant source of revenue for IDA averaging net profits of \$6,840 annually. In 2003, royalties from the *Simplified Diet Manual* comprised the largest portion of revenues IDA received at 67 percent. However, there has been a 63% decline in royalties between 1999 and 2004. This decline, as compared to the estimated \$15,000 to \$30,000 that would be needed over the next five years to revise current publications, creates a less sustainable or reliable source of revenue for IDA.

Blackwell Publishing Company has indicated that only two publications – *Simplified Diet Manual* and *Food Safety: A Guide to What You Need to Know* will be considered for new editions, thus further limiting the expectations for increased revenues. Sales of *Food Safety: A Guide to What You Need to Know* may also be in jeopardy.

**Competition.** Many educators in community colleges are using other food safety curriculum in place of IDA’s food safety publication. These include *ServSafe* and a similar curriculum produced by the National Environmental Health Association (NEHA). These other food safety curricula will continue to impact the sales of *Food Safety: A Guide to What You Need to Know*. Similarly, the American Dietetic Association’s *Nutrition Care Manual* published in 2004 competes with the *Simplified Diet Manual*. IDA Publications have not kept pace with changes in technology or the workforce. For example, there are more Spanish and other non-English speaking food service employees in Iowa than in recent years, yet only the *Food Preparation Study Course* has been translated in Chinese.

**Membership Feedback.** Current and past IDA leadership has recognized the positive financial gains received from publications, however they have expressed concerns about the oversight of IDA publications for several years. According to the responses to the online membership survey, the totality of IDA membership is not vested in the current IDA publications. The publications serve a narrow segment of IDA membership based on Blackwell Publishing sales data. Approximately 45 percent of sales of the *Simplified Diet Manual* and 34 percent of the *Simplified Diet Manual Study Guide* were sold to hospitals and long-term care facilities. The online membership survey further underscores the limited niche these publications serve.

**Contracts.** Contracts do exist between IDA and Blackwell Publishing and between IDA and the authors or editors. The process for selecting authors and editors including the negotiations of fees with these individuals is not well documented or communicated with the IDA Board. It is

assumed that the negotiated amounts are based on whether it is for a new versus a revised publication. According to IDA fiscal statements from the past five years, substantial amounts were paid to IDA members to author or edit publications. Some of the authors or editors were also members of the Publications Committee and this arrangement could have posed a conflict of interest, as it was the Publications Committee who negotiated contracts and oversaw the reimbursing authors.

IDA does not have a relationship with an attorney to review the contracts with Blackwell Publishing and/or contracts between IDA and authors. Contracts between IDA and the author of a publication should outline accountability, consistency, fees and royalties, legal obligations and conflicts of interest.

### **Options for the IDA Board to Consider**

Option 1. Continue with the current IDA publications arrangement and maintain the relationship with Blackwell Publishing, re-establish a publications committee according to IDA policies and procedures and provide oversight to current IDA publications (Maintenance).

Option 1a. Maintain current IDA publications and implement a comprehensive strategic marketing plan to promote them (Growth).

Option 1b. Maintain current IDA publications and create partnerships with other entities (ADA, Iowa Consultant Dietitians, state affiliates, ISU Extension, IDPH, DPGs, etc.) to develop publications for a wider audience (Growth).

Option 1c. Maintain current IDA publications and expand IDA publications to include other products (e.g., consumer materials, educational incentives, guidebooks, professional position papers, etc.) and combine publications and marketing activities within IDA (Growth).

Option 1d. Maintain current IDA publications and seek a new publishing company to renegotiate terms and conditions for wider promotion and distribution (Growth).

Option 1e. IDA becomes the publisher of all publications (Maintenance).

Option 2. Discontinue IDA's ownership of current publications and transfer or sell copyright of all publications to another party (Loss).

### **IDA Publication Taskforce Recommendation**

After ten months of collecting and analyzing information, the Publications Taskforce recommends the IDA Board contact an attorney to determine the legal arrangements needed to sell or transfer publication copyrights to another entity, such as the Iowa Consultant Dietitians group. Once this is accomplished, all contracts between IDA and Blackwell Publishing and between IDA and the authors would be terminated. Next, IDA would collaborate with the Iowa

Department of Inspections and Appeals and the Iowa Department of Elder Affairs to revise the Iowa Administrative Code chapters to reflect a general medical nutrition therapy manual and to delete the specific citations to the *Simplified Diet Manual*. If necessary, IDA would need to seek another sustainable source of revenue.

### **Conclusion**

One of IDA's strategic goals is to promote the dietitian as **the nutrition expert**. In the spring of 2004 it became clear to the IDA Board that it was time to re-examine the role that publishing food and nutrition management training and compliance materials played in this leadership strategy. The IDA Board has taken a proactive step to identify system gaps and the needs of its members by establishing the Publications Taskforce. Using this report, the IDA Board must analyze the benefits and costs of IDA's traditional involvement with publications. It is the responsibility of the IDA Board to review this report, engage in dialogue and make an informed decision about the future of IDA publications. The Taskforce members wish to thank the IDA Board, IDA membership, Monica Lursen and Marilyn Cox for their support during the process. It was a pleasure for us to serve as Taskforce members.

#### Submitted by:

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February 2005

## Section 1. Overview and Action Plan

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### Overview

Historically, textbook publications have held a strategic place in the professional and financial status of the Iowa Dietetic Association (IDA). Originally published by Iowa State Press, all IDA publications are now published by Blackwell Publishing, Inc. The publications have been key in developing quality training throughout Iowa and have fulfilled a need for accessible medical nutrition therapy and food service sanitation guidelines. For example, the *Simplified Diet Manual* is specifically named in several chapters of the Iowa Administrative Code indicating the value state regulatory agencies have given the publication and the Iowa Dietetic Association. IDA publications have given dietetics professionals in Iowa the opportunity to be authors and editors therefore viewed as experts in the field.

Changes in the market and publishing industry as well as increased diversity of the dietetic profession have resulted in less revenue generated from these publications in recent years. In March 2004, the IDA Board voted to complete a cost benefit analysis of the current IDA publications by an independent taskforce. The objective of the IDA Publications Taskforce was to complete a comprehensive report for the IDA Board that included a summary of various assessment activities, options for IDA Board consideration and Publication Taskforce recommendations by March 2005.

### The Publications Taskforce Action Plan

**IDA Strategic Plan Goal #1:** Be a leader in selected areas of food and nutrition

**Objective:** By March 2005, the IDA Publications Taskforce will complete a comprehensive report for the IDA Board that includes a summary of various assessment activities, options for IDA Board consideration and Publication Taskforce recommendations.

**Deadline:** February 25, 2005 IDA Board meeting

### Action Steps:

1. Assess the status of current IDA publications and products including:
  - a) Facilitate a SWOT (strengths, weaknesses, opportunities and threats) analysis,
  - b) Review IDA documents,
  - c) Determine financial costs and profitability trends,
  - d) Examine the financial feasibility of IDA to sustain the current IDA publications and products,
  - e) Review Iowa Administrative Code,
  - f) Interview current users of IDA publications,
  - g) Collect feedback from IDA leadership and members,
  - h) Interview publishers, and
  - i) Dialogue with regulatory officials.
2. Determine the current and future use of IDA publications and products,

3. Outline options for establishing additional revenue generating activities through publications and products, and
4. Explore opportunities that promote the role of the dietetics professional and market the profession.
5. Determine the recommendation of the Publications Taskforce.
6. Prepare a comprehensive report.
7. Present the report to the IDA Board by March 2005.

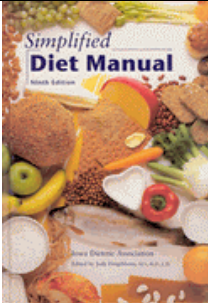
**Publications Taskforce Members:**

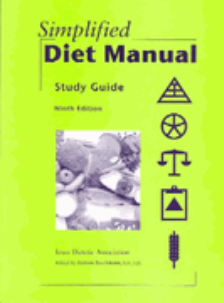
- Molly Pelzer, RD, LD, Midwest Dairy Association, IDA Professionals Issues Delegate Chair
- Anne Tabor, MPH, RD, LD, Center for Disabilities and Development, University of Iowa Hospitals and Clinics, IDA Professionals Issues Delegate Chair-Elect
- Angie Tagtow, MS, RD, LD, Iowa Department of Public Health


**Budget:**

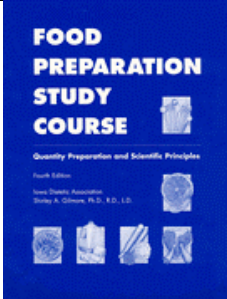
Account #6370 was established to cover expenses (e.g., mileage and printing) incurred by the Publications Taskforce.

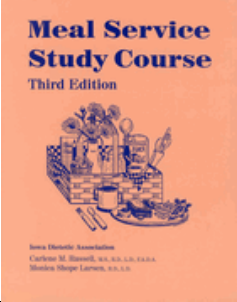
## Overview of Current IDA Publications

Title	Simplified Diet Manual	
Author/Editor	Judy Fitzgibbons, MS, RD, LD	
Publication date	10/1/2002	
Edition	Ninth	
Contract date	September 1999	
Quantity last printed	3,500	
Sales (2003)	\$33,263.19	
Current inventory (3/2/04)	1,021	
Audience	Dietitians in hospitals and long-term care facilities	
Description from Blackwell Publishing (www.blackwellprofessional.com)	<p>Hospitals and long-term care facilities in many states and foreign countries use the <i>Simplified Diet Manual</i> to assist them in planning nutritious, appealing, and cost-effective meals that are modified to meet the dietary requirements of individuals with special health needs.</p> <p>While reflecting the dynamic nature of the field of nutrition, the 9th edition of the <i>Simplified Diet Manual</i> retains its basic purpose: providing easy-to-understand, fundamental nutrition guidelines for normal and therapeutic diets. The concise, user-friendly format of this useful resource helps dietitians and foodservice managers succeed in their vital role in maintaining nutritional health and well being of clients in long-term care facilities, hospitals, and outpatient service centers.</p> <p>The new edition of this classic text incorporates changes in the science of nutrition and societal trends, making it the reference of choice when prescribing and interpreting diets or establishing meal plans. Improvements from the previous editions include a new chapter on weight management, a new diet for people with diabetes, and adaptations to reflect new recommendations concerning dietary intakes and cholesterol.</p>	

Title	<b>Simplified Diet Manual Study Guide</b>	
Author/Editor	Barbara Boeckmann, editor	
Publication date	2002	
Edition	Ninth	
Contract date	September 1999	
Quantity last printed	800	
Sales 2003	\$4,633.67	
Current inventory (3/2/04)	Backorder (<100 as of 3/2/04)	
Audience	Food service employees	
Description from Blackwell Publishing (www.blackwellprofessional.com)	<p><i>Simplified Diet Manual Study Guide, Ninth Edition</i> will assist in the education and training of dietitians, dietary managers and supervisors, and foodservice employees. The guide provides information on routine diets and their modifications for a variety of nutritional needs and enhances readers' knowledge and understanding of basic nutritional principles.</p> <p>The <i>Study Guide</i> is compartmentalized into lessons for convenient self- or group instruction, with each lesson reviewing key information about a diet in <i>Simplified Diet Manual, Ninth Edition</i>. A menu-writing component encourages readers to apply the theoretical material.</p>	

Title	<b>Food Safety: A Guide to What You Really Need to Know</b>	
Author/Editor	Jane Hemminger	
Publication date	1999	
Edition	First	
Contract date	January 1998	
Quantity last printed	439	
Sales 2003	\$10,779.20	
Current inventory (3/2/04)	484	
Audience	Food service managers and food service workers	
Description from Blackwell Publishing (www.blackwellprofessional.com)	<p>Billions of dollars each year are spent on medical costs and lost productivity costs associated with foodborne illnesses. The improper handling and careless procedures in an institution that prepares food can be devastating to both the consumer and to business.</p> <p><i>Food Safety</i> is designed to help both foodservice managers and food handlers to serve safe food, while providing employees with a safe work environment. This manual also targets those interested in securing their sanitation certification.</p> <p>Using tables, charts, and question/answer formats, this guidebook of food safety discusses the physical, chemical, and biological hazards of food handling. Not only are these identified, but what to do about them is discussed in a clear, concise, and well-organized manner.</p> <p>A foodborne illness chart provides the basic knowledge of what the reader needs to know. The sections on what to do in case of an outbreak of a foodborne illness, alone, is worth the price of this informative text.</p>	

Title	<p><b>Food Preparation Study Course</b> (the third edition of this publication was translated in Chinese)</p> 
Author/Editor	Shirley Gilmore
Publication date	2002
Edition	Fourth
Contract date	September 1999
Quantity last printed	1,642
Sales 2003	\$5,076.28
Current inventory (3/2/04)	1,174
Audience	Food service employees, students
<p>Description from Blackwell Publishing (www.blackwellprofessional.com)</p>	<p>Everyone, regardless of age, health or other circumstances, enjoys good food. <i>Food Preparation Study Course, Fourth Edition</i> helps readers prepare quality food that will meet the varying needs of foodservice customers.</p> <p>This user-friendly textbook is a flexible tool to be used by consultant dietitians in training foodservice employees. The course concentrates on principles of food preparation and helps students and foodservice employees understand the functions of menu planning, purchasing, receiving, storage, recipe standardization, and preparation of all types of foods. The course also familiarizes readers with equipment used in food preparation and includes a list of food preparation terms and their definitions. All foodservice employees will find the textbook to be an excellent resource on food production.</p> <p>Each chapter provides learning activities that will enable students to apply the food preparation theories and methods discussed. <i>Food Preparation Study Course</i> will help readers to:</p> <ul style="list-style-type: none"> <li>• Plan, select, and prepare foods that will promote optimal nutrition and well being for clients, guests, and personnel in a foodservice organization</li> <li>• Understand how chemical and physical changes affect food preparation</li> <li>• Use standardized recipes and methods to prepare foods in ways that obtain uniformly good products, maximize nutritional value, improve or retain flavor and color, provide texture variety, maintain temperature control, control portion size, and create a pleasing appearance.</li> </ul> <p>The newly updated and revised version of <i>Food Preparation Study Course</i> is ideal for students and foodservice employees who want to present attractive, flavorful, and interesting food to their clients.</p>

Title	<b>Meal Service Study Course</b> 
Author/Editor	Monica Shope Lursen, Carlene M. Russell
Publication date	2002
Edition	Third
Contract date	September 1999
Quantity last printed	550
Sales 2003	\$3,203.11
Current inventory (3/2/04)	240
Audience	Food service employees
Description from Blackwell Publishing (www.blackwellprofessional.com)	<p><i>Meal Service Study Course</i> guides foodservice workers across the continuum of care with special application for nursing facilities, assisted living, residential facilities and other meal sites serving older adults. Readers gain knowledge and an understanding of the fundamentals of good meal service, including understanding the customer, communication issues, attractive presentation of food, and the gracious meal service that promotes optimal health and quality of life for all clients. The book also provides information on restorative care in the dining room to assist facilities in helping clients maintain or improve independence.</p> <p><i>Meal Service Study Course</i> is recommended for classroom use under the direction of a dietitian. Individual lessons each include a discussion of the topic, suggested activities and questions to assess learning, and an answer section is included at the back of the book. Classroom discussion and activities allow for the needs of adult learners.</p> <p><i>Meal Service Study Course</i> will help readers to:</p> <ul style="list-style-type: none"> <li>• Gain an appreciation for the important role that foodservice and meal service have on the well being of the clients in health care facilities.</li> <li>• Be better able to meet regulatory requirements</li> <li>• Use the knowledge and skills acquired to provide quality care for clients in health care facilities.</li> </ul> <p>By applying this course's content to meal service in health care facilities, readers will make a difference in the lives of the clients within their care.</p>

Title	<b>Foodservice Management Study Course (no picture available)</b>
Author/Editor	Shirley Gilmore
Publication date	1999
Edition	Third
Contract date	January 1998
Quantity last printed	979
Sales 2003	\$1,197.85
Current inventory	0, as of December 2003 this publication is out of print
Audience	Food service employees
Description from Blackwell Publishing (www.blackwellprofessional.com)	N/A

**Translation.** Blackwell Publishing does translate publications based on demand. None of the current IDA publications have been translated in Spanish.

## **Section 2. IDA Publications Assessment**

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### **Overview**

In reviewing the minutes from the IDA Board and Council meetings from 2001-2004, there was little information available on the status of the IDA publications. Under the guidance of the IDA Board, a variety of strategies were employed by the taskforce to gather information including:

- SWOT Analysis of current IDA publications,
- IDA Leadership survey,
- Iowa community college phone survey,
- Interview with Jason Muzinic, ADA Book Publishing Acquisition Editor,
- Blackwell Publishing interview,
- IDA publication sales analysis,
- Analysis of royalties, expenses and net revenue,
- Iowa Administrative Code Review and dialogue with Judy Harrison, IDIA, and
- Online IDA membership survey.

Summaries of all of these assessment strategies are contained in this report. This information was the basis for the list of options and recommendations to the IDA Board and Council in Section 3.

### **SWOT Analysis**

In June 2004, the Publications Taskforce conducted a SWOT analysis. A SWOT analysis is an effective way of identifying strengths, weaknesses and of the opportunities and threats that IDA needs to consider regarding maintaining publications. Conducting an analysis using the SWOT framework assisted the Taskforce in initiating dialogue and to focus on activities in which IDA publications are strong and where the greatest opportunities lie.

**Table 1. SWOT Analysis of Current IDA Publications (6/24/04)**

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• IDA has contracts with a large publishing company</li> <li>• Publications meet a need for a select group of IDA members</li> <li>• Iowa Administrative Code dictates use of IDA publications</li> <li>• Publications promote dietitians as nutrition experts</li> <li>• Revenue is generated for IDA</li> <li>• Opportunity for members to be authors</li> <li>• Publications are mostly current regarding content</li> <li>• Publications do fill a niche with training and education for staff in institutions</li> <li>• Blackwell Publishing is still willing to maintain relationship with IDA and continue to publish books</li> <li>• Has an executive director as centralized contact for contracts with Blackwell</li> <li>• Publications are meeting the needs of food service managers and the teaching needs of dietitians</li> <li>• IDA has a great website with a paid person who could expand marketing of publications</li> <li>• IDA has established a strong linkage with</li> </ul>	<ul style="list-style-type: none"> <li>• Publications are not attached to the IDA mission and vision and are not reflected in the IDA strategic plan</li> <li>• Previous publications committee was somewhat detached from IDA Board</li> <li>• Publications are used by a select group of dietitians</li> <li>• IDA may not have funds to pay authors up front</li> <li>• Publication production process and arrangements with authors is unknown to IDA Board</li> <li>• Lack of general marketing of publications (The IDA Bulletin, J of Am Diet Assoc, etc.)</li> <li>• Focus of publications is not meeting teaching/learning needs of dietitians in practice but of the audiences they teach.</li> <li>• Maintaining publications is a detail-oriented process and is time consuming.</li> <li>• IDA could get too burdened with technicalities of publishing</li> <li>• The infrastructure of IDA may not be the best organizational structure to support the workload of maintaining publications</li> <li>• Low awareness of IDA publications by general membership</li> <li>• Potential conflict of interest</li> </ul>	<ul style="list-style-type: none"> <li>• Publications could be made available electronically</li> <li>• Food safety materials could be translated to Spanish</li> <li>• Partner with a local publisher and possibly get better representation from local publisher</li> <li>• Opportunity to expand to other publications</li> <li>• Potential to expand publication support through other IDA Board and Council positions</li> <li>• Publications could be marketed to county environmental health/sanitation specialists</li> <li>• Contracts should have a co-signature with executive director to maintain a consistent contact with the publisher</li> <li>• Expand publications to meet the needs of other dietitians – whether they are tools for training others or tools for expanding the knowledge of dietitians</li> <li>• Expand outside of the food service arena</li> <li>• Expand IDA website to include ordering IDA publications online</li> <li>• Explore how community colleges are using the materials and what their future use is – dietary managers and culinary arts programs</li> <li>• Explore use of Simplified Diet Manual in basic nutrition/diet therapy courses in community colleges</li> </ul>	<ul style="list-style-type: none"> <li>• Turf issue with previous publications committee</li> <li>• History of consternation between publication committee and IDA Board</li> <li>• Past history of how authors were selected and paid – how author contracts negotiated</li> <li>• Potential of investing too much in authors and not generating enough sales</li> <li>• Changes in technology and marketing strategies may threaten sales – is IDA keeping up?</li> <li>• Possible duplication with publications with ISU Extension, ADA, UofI (diet manual/Virtual hospital), other affiliates, etc.</li> <li>• Publications may not meet the changes in food service workforce (diversity, language, reading, content, etc)</li> <li>• Competition from ServSafe curriculum or others (explore competition from NACCHO on food safety training materials)</li> <li>• Members of IDA leave ADA/IDA for not being satisfied with the decision of the IDA Board on dissolving the Publications Committee</li> <li>• Examine cost of paying an author versus the 15% revenue generated from selling the books.</li> <li>• What other states publish books?</li> <li>• Competition by National Environmental Health Association and use of new food safety training materials to be used by environmental health specialists/sanitarions at the local level.</li> </ul>

Strengths	Weaknesses	Opportunities	Threats
<p>community colleges in Iowa as they are the current users of publications</p> <ul style="list-style-type: none"> <li>• Publications have established standards statewide</li> <li>• IDA publications coincide with Blackwell's focus</li> </ul>	<p>between authors and publication committee members (authors were part of the publication committee)</p> <ul style="list-style-type: none"> <li>• Some members volunteered lots of time while other IDA members may have gotten paid for their time – Was this an IDA Board decision?</li> <li>• The target audience for future publications is not known. What is IDA's role?</li> </ul>	<ul style="list-style-type: none"> <li>• Review publications for current professional standards of practice – editorial review process</li> <li>• Consult with ADA editorial staff on content and marketing – how to handle review process</li> <li>• Explore the opportunity to have ADA publish the publications as an opportunity to expand across the country</li> <li>• Strengthen partnership with a publishing company through additional publishing projects</li> <li>• Other opportunities for publications– childcare resource and referral, group homes, residential home settings, mental health, etc.</li> <li>• Expand marketing plans for publications - IDA currently has a marketing committee and could expand</li> <li>• Exhibit at other statewide conferences</li> <li>• Partner with ISU on the safety of food supply (expand the definition)</li> <li>• Dietary Mangers Association is a credentialing body that could use the IDA publications to meeting requirements</li> <li>• Work with authors of DIA and DEA administrative code on wording of publications</li> <li>• Explore other opportunities aside from publishing books to generate equal sources of income (i.e., learning modules, educational</li> </ul>	

Strengths	Weaknesses	Opportunities	Threats
		kits, NNM projects, etc.) <ul style="list-style-type: none"> <li>• Could IDA explore publishing white papers/positions statements to be posted on the website</li> <li>• Establish an editorial board/peer reviewers for all publications</li> <li>• Many groups across Iowa is looking for nutrition information – developing tools for dietitians to be used in practice – working with consumers</li> <li>• What is IDA’s niche?</li> </ul>	

## IDA Leadership Survey

Members of the IDA Board were asked to respond to questions in April 2004. Five members of the leadership responded to the survey (names have been deleted to respect the privacy of the respondent).

### 1. Should IDA continue with the current publications? Why?

- Yes. Why? I believe there will be a continued need for these materials to support training of food service workers at the community colleges. The number has declined so the number of books will need to be provided in a new way. If the decision is to discontinue the books, the colleges will need help in identifying new sources of similar materials. Note that the Iowa Administrative Code requires the Iowa Simplified Diet Manual in a variety of facilities. The code also requires a state approved sanitation course that can include the IDA material used at community colleges.
- Most fill a need for staff training for long-term care. Diet manual in particular does sell and is used throughout the Midwest. I believe you should talk to some LTC dietitians (perhaps the last three practice group presidents to get a feel for how they're used in the field). Also talk to a couple of people that really use them in classes (names deleted).
- At the current time, I believe it would be wise to continue with some of the publications used by consulting dietitians. It seems there is currently some concern about the future of these publications. However, I do believe those concerned should know these publications are currently only for the most part, used in Iowa. This could mean a more economical way of publishing and investigating what could broaden the distribution area.
- Yes--We have unique publications. These publications make a contribution to the profession. Certainly the diet manual is a positive contribution.
- From viewing the data from Blackwell, the current publications have a very narrow window of sales, which has declined each year. Based purely on sales, no. I believe that some of the publications with appropriate marketing could be valuable, some of the other publications are just plain out-dated in today's Internet driven educational system.

### 2. In addition to financial incentives, how does IDA benefit from publishing books?

- The Iowa Simplified Diet Manual is used in many other states and has a reputation of being a good manual. Within Iowa, IDA is seen as the expert or standard setter by developing the diet manual that is used in the survey process of health care facilities.
- Financial incentives have been huge and have contributed to IDA's healthy bottom line for many years. In addition, we have national recognition/awareness that we have produced successful books. Also provides an opportunity for authors.
- Some members may have an interest in being an author and use this as an entry opportunity. In addition, this may be a chance for dietitians in the state to collaborate and benefit from the knowledge and experience of others.
- They certainly help in development of individual members--no one can say writing a book doesn't help one grow in their profession. They also promote IDA outside the state as well as to other health professionals outside dietetics.
- It puts IDA's name in front of people, and hopefully they recognize the RD as the nutrition expert.

3. How have IDA publications met the teaching/learning needs of dietitians?
  - They provide easy to use materials in teaching courses at the community college and training staff at health care facilities.
  - Ready made training courses at a level appropriate for kitchen staff. I don't see much possibility of IDA developing training materials to train dietitians but many more possibilities for materials for dietitians to use to train staff, clients or patients.
  - It appears that the current publications are only meeting the needs of those in the community colleges. However, I do believe there could be needs met by the following: A Public Health or Community Nutrition text for students in community health related majors or fields. Maybe children's books addressing childhood obesity issues for use in schools, preschools, Head Start, and even YMCA's
  - I am not sure they meet the needs of the RD as much as the CDM or dietary/food service supervisor in most cases, although the Diet Manual may be used in teaching by dietitians in long-term care.
  - In my work area I have never used the publications and cannot respond to the question.
  
4. What opportunities should IDA pursue to increase the number of publications available?
  - I think IDA should evaluate the need for a variety of publications such as might be needed in public health/ community nutrition or perhaps nutrition material for the public.
  - First, evaluate self-publishing all ISU Press/Blackwell materials with the exception of the Diet Manual and the Sanitation (that the Press wants to keep). Self-publishing to include not just the printing but also all of the editing, marketing and selling. Can we do it ourselves or do we need to align ourselves with another small printer like ISU press used to be?
  - Investigating various publishers would be an option. I think some other publishers might print smaller quantities.
  - May want to work with other professional organizations, writers' workshops, and member survey. May want to do a search of topics to find where gaps in publications exist
  - First we need to find out what RD's would use then we need to find out if the need is filled or if a new publication could fill the need. Could we develop something for clinics or middle schools on childhood obesity or normal nutrition? I feel we need to look far outside the box for new opportunities and canvassing the members for their input is vital.
  
5. What are the challenges for maintaining current IDA publications and/or increasing the number of IDA publications?
  - Fiscal challenge of hiring authors, printing and marketing material and selling enough material to make a profit for IDA.
  - Financial risk for self-publishing. Even though we have spent significant dollars for authors, study guides and some marketing, if we self-publish we also include the costs of actual publishing and the inventory. May also be of value to somehow survey surrounding states as part of the market analysis for gaps in availability that IDA could fill.
  - I believe the challenges are: IDA does not have funds to pay authors up front for new publications; and the current publications need updating to increase distribution
  - Challenges include financial, both for IDA and those that purchase publications; identifying members that are willing to produce quality up to date manuscripts; possibly looking into self publishing with storage and sales from the Executive Director office instead of ISU Press.
  - Marketing to a broader clientele instead of just in state and making sure they are updated and received by today's Internet driven market.

6. What type of structure or support would IDA need if the number of IDA publications available would increase?
  - Office, office manager or committee to identify need for publication, seek author, manage contracts, printing, warehouse materials marketing, distribution (this may be printing and distributing on demand) while being fiscally responsible to IDA Board.
  - Perhaps investigate possibilities of revenue sharing with authors (not that they assume financial losses but they are only paid a small amount up front and then escalate as more copies are sold). Besides our current publications, I could see us undertaking one new title or two at the most. We've got to go slow and get the process perfected.
  - We would need to increase Monica's time or have a person on contract for publications
  - Need to develop a writers pool, ongoing financial support, a marketing budget/committee specific to publications
  - Publishing support, marketing support.
  
7. What expectations do you have for this publications review taskforce?
  - Survey community colleges to learn trends in 90 Food service courses and predictions for the future. What are the needs of the colleges for the future?
  - Survey other states to identify trends in similar training programs (Dietary Manager training programs)
  - Survey other state affiliates or DPGs to identify trends in publication sales.
  - Identify potential future publications topics and format
  - Recommendations for the support needed for future publications i.e., committee or publishing company or subcontract individual.
  - Clarify the goal of IDA for publications and how this fits into the strategic plan.
  - Identify potential customers of IDA publications and identify the type of publications they are interested in purchasing.
  - Really, to investigate the possibilities. Maybe in the long run we don't change a thing (stay with Blackwell and don't do any new books) but just have a new publications committee that is responsive to the Board and able to view publications as a money making/losing venue and address it accordingly.
  - I was hoping that this Taskforce would make a recommendation about publications and also if IDA should consider other ways of raising funds. Maybe the web site could promote other items such as tattoos or bookmarks.
  - New leadership, innovative ideas, ability to quantify benefits both positive and negative of having publications, examine other avenues for production. Good luck to you and the committee
  - Determine if it is feasible to continue the current publications-is there a place for the publications-or are corporations providing their own materials and books. Examine different publishers, possibly self-publication. Determine what else the membership would like to see developed.
  
8. Any other comments?
  - Good luck!
  - I can see the committee physically going to the State of Iowa library or ISU, U of I Medical or even DMACC and looking at health materials. Not the \$100 fat books but the \$30 spiral bound books. What kinds of titles are there and who are the publishers (maybe you can even

accomplish that on amazon.com). I see the committee having 2 main focuses...how do we self-publish/or find a new publisher and secondly what new topics should we look at that would have a good chance of selling. And lastly, what would be the best future organization of publications...is it committee that serves for life, a 10 person group, a one person job, something that would go to the Exec Director (with added financial incentive) or a new paid position. Politically, it would be wise to put a short paragraph into the new Bulletin about the taskforce and invite member input (you don't have to listen to any of it but it's always nice to ask). Could be interesting to talk to our members that have published outside of IDA. Thank you for all your work in advance. This project couldn't be in the hands of three better people.

- My other comment is "What can I do to help?"

## Iowa Community College Phone Survey

Without specific information on past purchasers from Blackwell Publishing and following suggestions from the IDA Board and Council survey, the Taskforce felt that information on the use of IDA publications might be gleaned from community colleges. It was the consensus that Iowa community colleges were one of the largest users of IDA publications. Blackwell Publishing later confirmed that many publications were purchased by community colleges in Iowa.

A random sample of seven community colleges (N=17) in Iowa was selected to contact. They included:

- Eastern Iowa Community College,
- North Iowa Area Community College,
- Northwest Community College,
- Iowa Valley Community College,
- Kirkwood Community College,
- Des Moines Area Community College, and
- Southeast Iowa Community College.

The coordinators of continuing education or community education programs were contacted depending on where the phone call was routed. The taskforce inquired about the titles and quantities of IDA publications used, the frequency of course offerings and their interest in using an alternative to paper publications (CD-Rom or online versions). However, this frequently fell outside the knowledge of the individual contacted. Except for Eastern Iowa Community College, these individuals had only a basic understanding of the use of IDA publications in courses offered by their Community College.

Two of the continuing education coordinators suggested to directly contact the instructors. Three names of IDA members were given. Phone messages were left with all three of the individuals and two returned calls and responded to the survey.

Key messages received from the Iowa community college survey:

1. Many food safety training courses use the ServSafe curriculum. It meets the standards set in the state of Illinois and is promoted by the National Dietary Managers Association.
2. Continuing to publish in paper format is preferred because some learners and institutions do not have access to computers so on-line versions or CD-Rom publications may not be user-friendly.
3. More frequent updating of publications would be appreciated. Every 3-5 years is a standard used with other texts in the Community College setting. This is especially important if there are changes made in the standard for any modified diet.

The response from the Iowa community college survey prompted the need to conduct an IDA member survey to glean more information about the use of the IDA publications.

## Interview with Jason Muzinic, ADA Book Publishing Acquisition Editor

The following dialogue took place on June 22, 2004 with Jason Muzinic, ADA Book Publishing Acquisition Editor.

1. Could IDA transfer book printing/publishing arrangement from the current publisher to the ADA book publishing group?
  - Yes, copyright can be transferred. However, it depends on the current publisher and whether the publication is generating revenue. This doesn't happen very often as there may be financial issues for all parties involved.
2. Would an affiliate be able to receive royalties if publications were transferred to ADA?
  - Yes. A contractual agreement would be drafted and a royalty rate would be negotiated (step royalty based on volume sales). This type of arrangement has worked most often with Dietetic Practice Groups for example the "Cooking Healthy Across America" is a new ADA publication that was done by the Food and Culinary Professionals DPG. If an affiliate were interested in this option, they would need to submit a first draft to our office, it would go to a group of reviewers and then a decision is made as to whether ADA would pursue publishing it. If a publication does get approved, an agreement is established with the author and the affiliate.
3. What publication do you think ADA would be interested in having under their wing?
  - There may be opportunity for ADA to expand their products to include food service management, food preparation and the food sanitation publications as there is no direct competition with current ADA publications. The *Simplified Diet Manual* and study guide would not fit with the current ADA publications because similar ADA publications already exist (e.g., Nutrition Care Manual). Book publishing instructions are available at [www.eatright.org](http://www.eatright.org).

## Blackwell Publishing Interview

The following questions were posed by the taskforce and responses were provided by Mark Barrett, Commissioning Editor, Blackwell Publishing.

1. Exactly which IDA publications does Blackwell currently have? There appears to be discrepancies between the most recent contracts and the sales information.
  - *Simplified Diet Manual-02-9+*
  - *Study Gd/Simplified Diet Man-02-9*
  - *Food Safety: Gde You Need Know-99*
  - *Food Prep: Study Course-02-4*
  - *Meal Service: Study Course-02-3*
  - *Foodservice Mgmt Study Crs-99-3* – Note: This book was declared “Out of Print” in December 2003. Rights remain with Blackwell until IDA requests their return.
2. Are there current contracts for each of these publications? If yes, please mail them to me so IDA has a current set of all contracts.
  - Current contracts exist for each publication. Copies of each will be faxed to you Monday, August 2, at your work fax number (515-281-4913).
3. What is a typical length of a contract?
  - Contracts are “for the full term of copyright available in each country included within the Territory covered by this Agreement under any copyright law now or hereafter in force within the Territory.” See Paragraph 2.A. In other words, the Author (IDA) grants publication rights until the copyright term has run its course.
4. What happens when a book goes out of print?
  - “If the Work goes out of print in all United States editions and if the Publisher fails to reprint, or to cause a licensee to reprint, a United States edition within six (6) months after receipt of written notice from the Author, unless prevented from doing so by circumstances beyond the Publisher's control, the Author may terminate this Agreement by written notice. Upon such termination, all rights granted hereunder, except the rights to dispose of existing stock, shall revert to the Author, subject to rights which may have been granted to third parties pursuant to this Agreement, and the Publisher shall be under no further obligation or liability to the Author except that the Author's share of earnings hereunder shall be paid when and as due. The Work shall be deemed "out of print" within the meaning of this Paragraph as long as it is available for sale either from stock in the Publisher's licensee's warehouse or in regular sales channels.” [The foregoing is from Paragraph 11. of the publishing agreement for *Simplified Diet Manual, Ninth Edition*. Language for other IDA publications may vary slightly from contract to contract.]
5. Are there industry standards that IDA needs to be aware of for revisions?
  - Next editions are often published 3-5 years after the previous edition comes out. This interval may be shortened or lengthened depending on the sales pattern, the “life” of the information presented, and the availability of the author.
6. How often is a contract signed? Are there expiration dates?
  - Contracts are signed for each edition of a work. There is no expiration date stated in the publication agreement. See response to questions 3. and 4.

7. Would Blackwell be willing to transfer copyright of all IDA publications to another publisher if the IDA Board decides to do so?
  - Of the five IDA books currently being published, two titles (*Simplified Diet Manual, 9e*, and *Food Safety: A Guide to What You Need to Know*) have sufficient annual and lifetime sales for Blackwell to consider them as candidates for next editions. Each book would need to undergo profitability analyses before a final decision on the merits of a next edition could be made.
  - The *Study Guide for the Simplified Diet Manual, 9e*, is marginal in annual and lifetime sales. We'd need to do further analysis to determine the merits of a next edition.
  - Sales for *Food Preparation Study Course, 4e*, and *Meal Service Study Course, 3e*, are insufficient for consideration of a next edition by Blackwell.
8. May the IDA Publications committee be sent one copy of the current IDA publications? This is to help with the assessment of the current publications as well as write a description of each of the publications for the IDA Board.
  - Books will be sent to your home address per your request.
9. Can IDA publications be available in an electronic format? If yes, would the royalty arrangements be the same? Are there other Blackwell publications that have transitioned from print to electronic?
  - Our publishing agreement covers electronic rights too. See 2.A.(1) (e) "Transcription Rights." As a granted Primary Right, the royalty for an electronic version is the same as for the print edition. Yes, we have published some CD-ROM versions of our print format books. Routinely, for Blackwell and other publishers, sales for an electronic edition are significantly less than the printed book.
10. Would Blackwell translate current IDA publications to other languages or would this be the responsibility of the author?
  - Our Translation Rights office in Oxford works closely with publishers and organizations around the world to license the translation rights so our publications may be translated for sale in non-English-speaking nations.
11. Does Blackwell have the list of IDA publication purchasers from the past two years?
  - Yes. As with all of our books, previous purchasers form an important core segment of our direct marketing initiatives.
12. What is Blackwell's plan for the IDA publications? What are your future expectations of these publications?
  - Per the response to question 7., we look for publications, IDA or otherwise, to be profitable. Two books, and possibly a third, of the present IDA publications meet this criterion. A cursory analysis of IDA publication sales shows that a very high percentage of sales come from Iowa primarily and from surrounding states secondarily. For sales and profitability success, we would want IDA books to appeal beyond the Midwest region to national and international audiences.
13. What is the future of Blackwell in Iowa?
  - Blackwell is committed to growing the Ames, Iowa operation and is investing in its personnel, facilities, and infrastructure. Our overall strategy is to publish profitable books in international markets. We are looking to align our publishing models and subjects to more closely mirror the rest of Blackwell Publishing.
14. Can you provide a list of purchasers of each IDA publication in the last four months?
  - Due to privacy/confidentiality considerations, Blackwell is not able to provide a list of customers. We can provide some information on the breakdown of various customer types who order the books. We can provide a breakdown of the state-by-state sales of IDA titles.

15. Can you describe the marketing strategies you have used with previous purchasers?
- We use a variety of methods: news releases upon publication of new titles and new editions; listings/descriptions in our nutrition and food science fliers/catalogs; email campaigns; web listings; exhibit displays, etc.

## IDA Publication Sales Analysis

Blackwell Publishing provided a summary of core customer types that purchased IDA publications as well as the percentage of sales per state of purchase. Forty-five percent of the *Simplified Diet Manual* and 34 percent of the *Simplified Diet Manual Study Guide* are being sold to health organizations such as hospitals and long-term care facilities. A majority of the sales of the Food Safety Guide, Food Preparation Study Course and the Meal Service Study Course are sold to academic institutions and/or their student bookstores.

A majority of all books are sold to in-state purchasers. Sales in Illinois, Texas and Missouri are the next highest volume sales.

**Table 2. IDA Publication Book Sales Analysis as of September 2004\***

	Simplified Diet Manual	Study Guide/Simplified Diet Manual	Food Safety: Guide to What You Need to Know	Food Prep Study Course	Meal Service Study Course	Food Service Mgmt Study Course
<b>% Sales by Customer Type (Top 5 per book)</b>						
Retail College/University Store	9%	30%	32%	67%	32%	NA
College/University	0%	5%	30%	4%	3%	NA
Health Organizations	45%	34%	16%	8%	6%	NA
Individual Professional	9%	8%	4%	5%	6%	NA
Foreign Wholesaler	0%	0%	4%	0%	0%	NA
Wholesale	20%	9%	0%	9%	6%	NA
Promotional/40% Discount	9%	0%	0%	0%	0%	NA
<b>% Sales by State (Top 5 per book)</b>						
Iowa	40%	76%	56%	58%	85%	NA
Texas	4%	4%	4%	16%	0%	NA
New Jersey	0%	0%	3%	4%	2%	NA
Oklahoma	0%	0%	0%	4%	0%	NA
Illinois	4%	0%	28%	3%	4%	NA
Oregon	0%	0%	0%	0%	2%	NA
Tennessee	0%	0%	0%	0%	2%	NA
New York	0%	0%	2%	0%	0%	NA
Missouri	10%	2%	0%	0%	0%	NA
California	0%	2%	0%	0%	0%	NA
Nebraska	4%	2%	0%	0%	0%	NA

\* Sales data provided by Blackwell Publishing

## Analysis of Royalties, Expenses and Net Revenue

Royalties from the sale of IDA publications are sent to the IDA Executive Director at the close of each calendar year. The royalty rate is negotiated between IDA and Blackwell Publishing based on sales volume so each publication has a different royalty rate (see Table 3). Currently, IDA has received more than \$71,000 in royalties on IDA publications. Subtracting the net expenses, IDA publications has provided IDA with a net income of more than \$47,000 in the past seven years (Table 4). There was a \$12,000 loss or a 63% decline in royalties between 1999 and 2004 (Figure A).

**Table 3. Royalties received from sales for the period January – December 2003\***

	Simplified Diet Manual	Study Guide/Simplified Diet Manual	Food Safety: Guide to What You Need to Know <sup>a</sup>	Food Prep Study Course	Meal Service Study Course <sup>b</sup>	Food Service Mgmt Study Course <sup>c</sup>
2003 \$ Sales	\$35,341	\$6,503	\$11,772	\$7,794	\$3,699	\$2,571
2003 \$ Returns	(\$2,078)	(\$1,869)	(\$993)	(\$2,718)	(\$496)	(\$1,373)
2003 \$ Net Sales	\$33,263	\$4,634	\$10,779	\$5,076	\$3,203	\$1,198
Royalty Rate	15%	10%	12.5%	10%	0%	10%
2003 Royalty	\$4,989	\$463	\$1,347	\$508	\$0	\$120
<b>Percent of Total Royalties</b>	<b>67%</b>	<b>6%</b>	<b>18%</b>	<b>7%</b>	<b>0%</b>	<b>2%</b>

\*Sales data provided by Blackwell Publishing

<sup>a</sup> Royalty rate increases to 15% once 10,000 total units of Food Safety and previous edition (Food Sanitation & Safety) have been sold. Estimated date of higher royalty is January 2005

<sup>b</sup> No royalty on the first 1000 unites sold. The royalty rate increases to 10% applicable through 10,000 unites

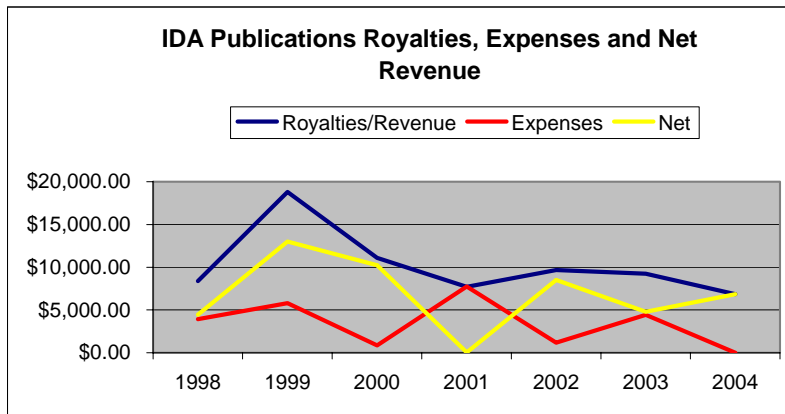
<sup>c</sup> Book declared our of print December 2003

**Table 4. IDA Publication Royalties, Expenses and Net Income\***

Year	Royalties/Revenue	Expenses	Net Revenue
1998	\$8,398.42	\$3,935.07	\$4,463.35
1999	\$18,809.46	\$5,810.00	\$12,999.46
2000	\$11,087.75	\$870.80	\$10,216.95
2001	\$7,705.46	\$7,738.29	\$32.83
2002	\$9,672.23	\$1,171.71	\$8,500.52
2003	\$9,245.54	\$4,439.16	\$4,806.38
2004	\$6,861.46	\$0.00	\$6,861.46
<b>Total</b>	<b>\$71,780.32</b>	<b>\$23,965.03</b>	<b>\$47,880.95</b>

\*Financial data was provided by Monica Lursen, IDA Executive Director

**Figure A. IDA Publications Royalties, Expenses and Net Revenue Trends**



According to the IDA transaction detail by account information, expenditures for the Publications Committee (budget line item 3100) included travel, phone, postage, and copies. Only \$240 was paid for marketing the IDA publications in the past six years. A majority of the expenses were classified as “project” or “other” costs. Between 1998 and 2004, IDA paid about \$24,000 to members of the Publications Committee and to authors of the publications. Payments to individuals between 1998 and 2004 are in Table 5.

**Table 5. Total payments from IDA Budget Category 3100 to IDA members between 1998 and 2004\***

Payee	1998	1999	2000	2001	2002	2003	2004	Total
Jane Hemminger	\$3,000.00	\$3,560.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6,560.00
Shirley Gilmore	\$250.00	\$1,962.25	\$0.00	\$1,500.00	\$500.00	\$1,936.00	\$42.25	\$6,190.50
Suzanne Koury	\$0.00	\$0.00	\$2,250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,250.00
Carlene Russell	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00	\$722.75	\$0.00	\$2,222.75
Bonnie Moeller	\$263.62	\$94.74	\$212.94	\$174.75	\$161.10	\$1,045.42	\$0.00	\$1,952.57
Monica Lursen	\$0.00	\$0.00	\$0.00	\$35.00	\$1,500.00	\$0.00	\$0.00	\$1,535.00
Judy Fitzgibbons	\$0.00	\$0.00	\$0.00	\$573.32	\$792.68	\$0.00	\$0.00	\$1,366.00
Barb Boeckman	\$0.00	\$0.00	\$0.00	\$274.94	\$0.00	\$100.00	\$0.00	\$374.94
Anne Shaner	\$0.00	\$0.00	\$0.00	\$208.80	\$0.00	\$0.00	\$149.50	\$358.30
<b>Total</b>	<b>\$5,511.62</b>	<b>\$7,615.99</b>	<b>\$4,462.94</b>	<b>\$4,767.81</b>	<b>\$6,455.78</b>	<b>\$5,807.17</b>	<b>\$2,195.75</b>	<b>\$22,810.06</b>

\*Financial data was provided by Monica Lursen, IDA Executive Director

## **Iowa Administrative Code Review and dialogue with Judy Harrison, Bureau Chief in the Iowa Department of Inspections and Appeals**

Currently, there are five Iowa Administrative Code Chapters that mandate the use of a current diet manual and implement food safety training courses for all food service personnel. The relevant sections of each of those five chapters are in Table 6. The specific statements regarding the diet manual or food service training are highlighted in yellow. The language regarding a current diet manual is not consistent across all of the chapters. In fact, one of the chapters specifically references a previous edition of the *Simplified Diet Manual*. The language in these chapters obligates IDA in maintaining these publications, specifically the *Simplified Diet Manual*, and revising them on a five-year revision schedule.

In a dialogue with Judy Harrison, Bureau Chief in the Iowa Department of Inspections and Appeals she indicated that IDIA is currently using the ServSafe course for educating food service personnel in food sanitation. However, IDIA may be changing to a course developed by the National Environmental Health Association (NEHA) as it is cheaper yet uses the same test as the ServSafe course. IDIA has addressed this in IAC Chapters 481-32 Food Protection Programs. IDIA will accept any program that is approved by the Conference on Food Protection. Judy thought there were about four programs that meet these criteria.

**Table 6. Iowa Administrative Code Chapter References to IDA Publications (www.legis.state.ia.us)**

IAC Chapter	Location	Citation	Revision Date
<b>Adult Day Care and Facility-Based Respite Care</b>	IAC 321-24	<p>24.33(4) Therapeutic diets are not required but may be provided by a program. If therapeutic diets are provided, they shall be prescribed by a physician, physician assistant, or advanced registered nurse practitioner. A current copy of the Iowa Simplified Diet Manual, Iowa State Press, shall be available and used in the planning and serving of therapeutic diets. A licensed dietitian shall be responsible for writing and approving the therapeutic menu and reviewing procedures for preparation and service of food for therapeutic diets.</p> <p>24.33(5) Personnel who are employed by or contracting with the program and who are responsible for preparing or serving food, or both preparing and serving food, shall have an orientation on sanitation and safe food handling prior to handling food and annual in-service training on food protection. At a minimum, one person directly responsible for food preparation shall have successfully completed a state-approved food protection program.</p> <p>24.33(6) Programs engaged in the preparation and serving of meals and snacks shall meet the standards of state and local health laws and ordinances pertaining to the preparation and serving of food, including the requirements imposed under Iowa Code chapter 137F.</p>	5/19/04
<b>Assisted Living Programs</b>	IAC 321-25	<p>25.32(4) Therapeutic diets are not required but may be provided by a program. If therapeutic diets are provided, they shall be prescribed by a physician, physician assistant, or advanced registered nurse practitioner. A current copy of the Iowa Simplified Diet Manual published by Iowa State Press shall be available and used in the planning and serving of therapeutic diets. A licensed dietitian shall be responsible for writing and approving the therapeutic menu and for reviewing procedures for preparation and service of food for therapeutic diets.</p> <p>25.32(5) Personnel who are employed by or contracting with the program and who are responsible for preparing or serving food, or both preparing and serving food, shall have an orientation on sanitation and safe food handling prior to handling food and shall have annual in-service training on food protection. At a minimum, one person directly responsible for food preparation shall have successfully completed a state-approved food protection program.</p> <p>25.32(6) Programs engaged in the preparation and serving of meals and snacks shall meet the standards of state and local health laws and ordinances pertaining to the preparation and serving of food, including the requirements imposed under Iowa Code chapter 137F.</p>	5/19/04
<b>Food Protection Certification Programs</b>	IAC 481-32	<p>481—32.2(137F) Approval of certification programs.</p> <p>32.2(1) Certification programs approved by the Conference on Food Protection (CFP) shall be recognized by the department upon receipt of appropriate documentation that the program is approved by the CFP.</p> <p>32.2(2) The certification program must be reviewed by the council on food protection practices prior to being reviewed or approved by the department as meeting the requirements of this chapter. Each organization seeking approval from the department to develop and</p>	10/27/99

IAC Chapter	Location	Citation	Revision Date
		<p>administer a certification program examination for certified food protection managers shall provide the following background information:</p> <ul style="list-style-type: none"> <li>a. The organization's name, ownership, address, telephone number, contact person and other identifying information.</li> <li>b. A description of the scope of usage of the examination including the time in use, number of examinations already administered and any government or other agencies that have already approved the examination.</li> <li>c. Demonstrated experience in the development of psychometrically valid competency examinations.</li> <li>d. Adequate documentation from an accrediting organization to verify that the examination is accredited.</li> </ul>	
<b>Hospitals</b>	IAC 481-51	<p>51.20(2).c A current diet manual approved by the dietitian and the medical staff shall be used as the basis for diet orders and for planning therapeutic diets. The diet manual shall be reviewed, revised and updated at least every five years. Copies of the diet manual shall be readily available to all medical, nursing, and food service personnel.</p> <p>51.20(3) <i>Food and nutrition service staff.</i></p> <ul style="list-style-type: none"> <li>a. A licensed dietitian shall be employed on a full-time, part-time or consulting basis. Part-time or consultant services shall be provided on the premises at appropriate times on a regularly scheduled basis. These services shall be of sufficient duration and frequency to provide continuing liaison with medical and nursing staffs, advice to the administrator, patient counseling, guidance to the supervisor and staff of the food and nutrition service, approval of all menus, and participation in the development or revision of departmental policies and procedures and in planning and conducting in-service education programs.</li> <li>b. If a licensed dietitian is not employed full-time, then one must be employed on a part-time or consultation basis with an additional full-time person who has completed a 250-hour dietary manager course and who shall be employed to be responsible for the operation of the food service.</li> <li>c. Sufficient food service personnel shall be employed, oriented, trained, and their working hours scheduled to provide for the nutritional needs of the patients and to maintain the food service areas. If food service employees are assigned duties in other service areas, those duties shall not interfere with the sanitation, safety, or time required for food service work assignments.</li> <li>d. Hygiene of food service staff. <ul style="list-style-type: none"> <li>(1) Food service personnel shall be trained in basic food sanitation techniques; shall be clean; and wear clean clothing, including a cap or a hair net sufficient to contain and restrain the shedding of hair. Beards and mustaches that are not closely cropped and neatly trimmed shall be covered.</li> </ul> </li> </ul>	11/7/01

IAC Chapter	Location	Citation	Revision Date
Residential Care Facilities	IAC 481-57	<p>481—57.21(135C) Dietary. 57.21(1) <i>Dietary staffing.</i> a. In facilities licensed for over 15 beds, persons in charge of meal planning and food preparation shall complete the home study course on sanitation and food preparation offered by the department. (III) 57.21(4) <i>Sanitation in food preparation area.</i> a. “Food Service Sanitation Manual”, revised 1976, U.S. Department of Health, Education, and Welfare, Public Health Service, U.S. Government Printing Office, Washington, D.C., shall be used as the established, nationally recognized reference for establishing and determining satisfactory compliance with food service sanitation.</p>	3/10/04
Nursing Facilities	IAC481-58	<p>481—58.24(135C) Dietary. 58.24(1) <i>Organization of dietetic service department.</i> The facility shall meet the needs of the residents and provide the services listed in this standard. If the service is contracted out, the contractor shall meet all the standards. A written agreement shall be formulated between the facility and the contractor and shall convey to the department the right to inspect the food service facilities of the contractor. (III) a. There shall be written policies and procedures for the dietetic service department that include staffing, nutrition, menu planning, therapeutic diets, preparation, service, ordering, receiving, storage, sanitation, and hygiene of staff. The policies and procedures shall be kept in a notebook and made available for use in the dietetic service department. (III) b. There shall be written job descriptions for each position in the dietetic service department. The job descriptions shall be posted or kept in a notebook and made available for use in the dietetic service department. (III) 58.24(2) <i>Dietary staffing.</i> a. The facility shall employ a qualified dietary supervisor who: (1) Is a qualified dietitian as defined in 58.24(2)“e”; or (2) Is a graduate of a dietetic technician training program approved by the American Dietetic Association; or (3) Is a certified dietary manager certified by the certifying board for dietary managers of the Dietary Managers Association (DMA) and maintains that credential through 45 hours of DMA-approved continuing education; or (4) Has completed a DMA-approved course curriculum necessary to take the certification examination required to become a certified dietary manager; or (5) Has documented evidence of at least two years’ satisfactory work experience in food service supervision and who is in an approved dietary manager association program and will successfully complete the program within 12 months of the date of enrollment; or (6) Has completed or is in the final 90-hour training course approved by the department. (II, III)</p>	5/5/04

IAC Chapter	Location	Citation	Revision Date
		<p>(6) Present planned in-service training and staff development for food service employees and others. Documentation of consultation shall be available for review in the facility by the department. (III)</p> <p>58.24(3) <i>Nutrition and menu planning.</i></p> <p>a. Menus shall be planned and followed to meet nutritional needs of each resident in accordance with the physician's orders. (II, III)</p> <p>b. Menus shall be planned and served to include foods and amounts necessary to meet the current Recommended Daily Dietary Allowances, 1989 edition, adopted by the Food and Nutrition Board of the National Research Council, National Academy of Sciences. (II) The food groups listed below and the food groups for menu planning in the 1998 edition of the Simplified Diet Manual, Iowa State University Press, Ames, Iowa, shall be used as a minimum for planning resident menus.</p> <p>58.24(4) <i>Therapeutic diets.</i></p> <p>a. Therapeutic diets shall be prescribed by the attending physician. A current therapeutic diet manual shall be readily available to attending physicians, nurses and dietetic service personnel. This manual shall be used as a guide for writing menus for therapeutic diets. A licensed dietitian shall be responsible for writing and approving the therapeutic menu and reviewing procedures for preparation and service of food. (III)</p> <p>b. Personnel responsible for planning, preparing and serving therapeutic diets shall receive instructions on those diets. (III)</p> <p>58.24(7) <i>Sanitation in food preparation area.</i></p> <p>a. Unless otherwise indicated in this chapter or 481—Chapter 61, the sanitary provisions as indicated in Chapters 3, 4 and 7 of the 1999 Food Code, U.S. Public Health Service, Food and Drug Administration, Washington, DC 20204, shall apply.</p> <p>58.24(8) <i>Hygiene of food service personnel.</i></p> <p>a. Food service personnel shall be trained in basic food sanitation techniques, shall be clean and wear clean clothing, including a cap or a hairnet sufficient to contain, cover and restrain hair. Beards, mustaches and sideburns that are not closely cropped and neatly trimmed shall be covered. (III)</p> <p>58.24(9) <i>Paid nutritional assistants.</i> A paid nutritional assistant means an individual who meets the requirements of this subrule and who is an employee of the facility or an employee of a temporary employment agency employed by the facility. A facility may use an individual working in the facility as a paid nutritional assistant only if that individual has successfully completed a state-approved training program for paid nutritional assistants. (I, II, III)</p> <p>a. <i>Training program requirements.</i></p> <p>(1) A state-approved training program for paid nutritional assistants must include, at a</p>	

IAC Chapter	Location	Citation	Revision Date
		<p>minimum, eight hours of training in the following areas:</p> <ol style="list-style-type: none"> <li>1. Feeding techniques.</li> <li>2. Assistance with feeding and hydration.</li> <li>3. Communication and interpersonal skills.</li> <li>4. Appropriate responses to resident behavior.</li> <li>5. Safety and emergency procedures, including the Heimlich maneuver.</li> <li>6. Infection control.</li> <li>7. Resident rights.</li> <li>8. Recognizing changes in residents that are inconsistent with their normal behavior and reporting these changes to the supervisory nurse.</li> </ol> <p>(2) In addition to the training program requirements specified above, the training program must include at least four hours of classroom study, two hours of supervised laboratory work, and two hours of supervised clinical experience.</p> <p>(3) A facility that offers a paid nutritional assistant training program must provide sufficient supplies in order to teach the objectives of the course.</p> <p>(4) All paid nutritional assistant training program instructors shall be registered nurses. Other qualified health care professionals may assist the instructor in teaching the classroom portion and clinical or laboratory experiences. The ratio of students to instructor shall not exceed ten students per instructor in the clinical setting.</p> <p>(5) Each individual enrolled in a paid nutritional assistant training program shall complete a 50-question multiple choice written test and must obtain a score of 80 percent or higher. In addition, the individual must successfully perform the feeding of a resident in a clinical setting. A registered nurse shall conduct the final competency determination.</p> <p>(6) If an individual does not pass either the written test or competency demonstration, the individual may retest the failed portion a second time. If the individual does not pass either the written test or competency demonstration portion the second time, the individual shall not be allowed to retest.</p>	

## IDA Membership Survey Summary

To enable the potential for all IDA members to provide input regarding the IDA publications, a survey was developed and posted on the IDA website. The goals of the survey were to determine the level of awareness and use of IDA publications by current members and to solicit suggestions for ways to improve or expand the selection of publications.

The promotion of the opportunity to respond to the member survey began at the 2004 IDA conference in November. Promotional flyers were provided in more than 230 attendee packets, the president and IDA president-elect announced the survey in their opening session comments, a report was provided at the IDA Board and Council meeting as well at the business luncheon. A member of the Taskforce met with the Iowa Consultant Dietitian group and encouraged their membership to participate in the survey. The survey was also discussed at the district presidents meeting. At least two district dietetic associations sent an email to their membership about the survey (Hawkeye Area District Dietetic Association and Mississippi Valley District Dietetic Associations.)

In addition, several emails were sent to the IDA Board and Council reminding them to respond to the online survey. An announcement was posted in the winter issue of the IDA Bulletin. However, there were delays in mailing and many members did not receive the winter issue in the mail.

Fifty-nine ( $n=59$ ) responses were received using the online survey. Highlights of the survey include:

- Of the IDA members participating in the survey, 75.4% rated their familiarity with IDA publications in the highest two choice areas. (Ratings of 4 or higher, on a five-point scale.)
- The majority of the respondents had used the IDA publications; only 23% reported they had not used the publications.
- Training materials were identified as the type of publication of most interest to the respondents, although comments about priorities showed a wide array of member input.
- Nutrition professionals were most frequently selected as the target audience for IDA publications.
- Print was still the preferred option for format of IDA publications, but interest was also expressed in CD-Rom and Internet based publications, however limited access to computers was seen as a barrier for some current users of IDA's publications.
- A majority, 63.2%, of the IDA members who took the survey rated their familiarity of the process of publication within IDA in the lowest two choice areas. (Ratings of 2 or lower on a five-point scale)
- Responses to the final question on the survey "Should IDA continue with the current publications?" resulted in 47 respondents answering yes, five respondents answering no, and seven respondents without a definitive answer. Comments on this question reveal varied thoughts from the IDA membership.
- When asked if they would like to be more involved with IDA Publications, 28.4% of the respondents answered yes, while 71.4% of the respondents answered no.
- Fifteen IDA members provide contact information for future reference.

See Appendix G for complete results of the member survey.

## Section 3. Options and Considerations for the IDA Board

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### Overview

This section describes the options that the IDA Board may review and consider. The following options are not in priority order. Each option contains:

- A description of the option,
- The resources needed to carryout the option,
- How the option benefits IDA and the membership,
- Challenges or obstacles that IDA may encounter,
- Relevant marketing opportunities, and
- Recommendations by the Publications Taskforce.

### Options

The following options are described in detail in this report:

- Option 1. Continue with the current IDA publications arrangement and maintain the relationship with Blackwell Publishing, re-establish a publications committee according to IDA policies and procedures and provide oversight to current IDA publications (Maintenance).
- Option 1a. Maintain current IDA publications and implement a comprehensive strategic marketing plan to promote them (Growth).
- Option 1b. Maintain current IDA publications and create partnerships with other entities (ADA, Iowa Consultant Dietitians, state affiliates, ISU Extension, IDPH, DPGs, etc.) to develop publications for a wider audience (Growth).
- Option 1c. Maintain current IDA publications and expand IDA publications to include other products (e.g., consumer materials, educational incentives, guidebooks, professional position papers, etc.) and combine publications and marketing activities within IDA (Growth).
- Option 1d. Maintain current IDA publications and seek a new publishing company to renegotiate terms and conditions for wider promotion and distribution (Growth).
- Option 1e. IDA becomes the publisher of all publications (Maintenance).
- Option 2. Discontinue IDA's ownership of current publications and transfer or sell copyright of all publications to another party (Loss).

<b>Option 1. Continue with the current IDA publications arrangement and maintain the relationship with Blackwell Publishing, re-establish a publications committee according to IDA policies and procedures and provide oversight to current IDA publications (Maintenance).</b>	
Description	This is a status quo arrangement in which <u>IDA</u> continues the management and oversight of current <u>IDA publications</u> . The relationship with Blackwell Publishing remains the same and each IDA publication will be <u>maintained</u> by a publications committee as outlined in the IDA policy and procedure guide. The chairperson of this committee would regularly report to the IDA Board with the status of IDA publications. The IDA Board would annually budget funds to support publication revisions and collect royalties.
Resources	<u>Recommitment of</u> fiscal and human resources <u>to</u> maintain current IDA publications including: <ol style="list-style-type: none"> <li>1. <u>Re-establish a publications committee</u> with defined roles and responsibilities with <u>a renewed commitment to provide budget oversight and annual summary of financial</u> and oversight <u>activity of publications committee</u>.</li> <li>2. IDA budget would need to include approximately \$15,000 to \$30,000 for the next five years to support publication revisions. This does not include additional dollars to support the promotion of existing publications, the development of new publications (\$6,000 to \$15,000 per publication), legal counsel, or to sustain the support of a publications committee.</li> </ol>
Benefits to IDA	Benefits to IDA include: <ol style="list-style-type: none"> <li>1. Positions IDA as recognized leader in food and nutrition.</li> <li>2. Positions the registered dietitian as the nutrition expert.</li> <li>3. Sustainable source of revenue for IDA.</li> <li>4. Maintains control of current IDA publications.</li> <li>5. Requires the least amount of effort of the IDA Board.</li> <li>6. Uses an established system of maintaining publications with the opportunity to expand.</li> <li>7. Maintains current relationship and contracts with Blackwell Publishing.</li> <li>8. Enables current authors to continue revising publications on behalf of IDA.</li> </ol>
Challenges for IDA	Challenges for IDA include: <ol style="list-style-type: none"> <li>1. Oversight and management of current IDA publications is time consuming and may add to the tasks assigned to the IDA executive director.</li> <li>2. Recruitment of new members to the IDA Publications Committee.</li> <li>3. Financial commitment by IDA for development and marketing of all publications.</li> <li>4. Lack of comprehensive marketing plan for current publications to boost sales to a level that is cost beneficial for IDA.</li> <li>5. Current publications meet the professional needs of less than 30% of membership.</li> <li>6. Historical “baggage” may prevent successful progress or revenue generation.</li> </ol>

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<p><b>Option 1. Continue with the current IDA publications arrangement and maintain the relationship with Blackwell Publishing, re-establish a publications committee according to IDA policies and procedures and provide oversight to current IDA publications (Maintenance).</b></p>	
	<p>7. New publications on the market are in direct competition of IDA publications (e.g., ADA's Nutrition Care Manual).</p>
Marketing Opportunities	<p>Develop a comprehensive marketing plan for all IDA publications and products to increase sales and generate revenue for IDA. Marketing may include:</p> <ol style="list-style-type: none"> <li>1. Determining publication and products needs of IDA members (e.g., needs assessment, see results of IDA publications online survey).</li> <li>2. Establishing a unique marketing plan for each IDA publication.</li> <li>3. Promoting IDA publications through the IDA website (<a href="http://www.eatrightiowa.org">www.eatrightiowa.org</a>) will capture a wider audience and out-of state markets.</li> </ol>
Taskforce recommendations	<p>The Publications Taskforce does not recommend IDA maintain <u>the</u> current arrangement and management of IDA publications. Rather, if this option is selected the Publications Taskforce recommends that the IDA Board review the considerations in Section 4 of this report and build upon the <u>existing</u> system <u>that will strengthen IDA</u>, the <u>publications</u> and benefits to members.</p>

<b>Option 1a. Maintain current IDA publications and implement a comprehensive strategic marketing plan to promote them (Growth).</b>	
Description	IDA would maintain their current relationship with Blackwell Publishing, maintain current publications, identify new publications, search for authors, assist authors with start-up costs, sign additional contracts with Blackwell, and establish a strategic marketing plan for all IDA publications and products.
Resources	Resources needed include: <ol style="list-style-type: none"> <li>1. Budget for maintaining current publications, startup costs for new publications and marketing expenses related to all IDA publications and products.</li> <li>2. Substantial staff and member volunteer time.</li> </ol>
Benefits to IDA	Benefits to IDA include: <ol style="list-style-type: none"> <li>1. Increase breadth of publications to better meet members' needs.</li> <li>2. Closer coordination between publications and marketing.</li> <li>3. Potential for increased revenues.</li> <li>4. Increased visibility of IDA.</li> <li>5. Increases an opportunity for other IDA members to produce a publication.</li> <li>6. Enhance existing policies and procedures as well as position descriptions.</li> </ol>
Challenges for IDA	Challenges to IDA include: <ol style="list-style-type: none"> <li>1. Budget for maintaining current publications, startup costs for new publications and marketing expenses related to all IDA publications and products.</li> <li>2. Substantial staff and member volunteer time.</li> <li>3. Substantial leadership commitment to oversee the production process, review and approval, contract management, and marketing.</li> <li>4. Division of responsibility between IDA Board, Blackwell Publishing, authors and Publication committee volunteers.</li> <li>5. Strengthen the IDA infrastructure to support a complex system of maintaining and developing publications.</li> <li>6. Refocus the role of the IDA marketing committee and shift from developing nutrition education materials to promote the dietitian as the nutrition expert and increasing the visibility of IDA through publications.</li> </ol>
Marketing Opportunities	By expanding the types of publications offered by IDA would expand the audiences IDA would cater to. This may include medical providers, public health professionals, college students, faculty, and consumers.
Taskforce recommendations	The Publications Taskforce does not recommend this option for IDA. The investment for IDA would be greater than the short-term financial gain with this option. This option would require a substantial commitment by the IDA Board to establish a stronger publications focus. This option will not be successful without complete cooperation and strong leadership of a collaborative effort between the publications and marketing committee.

<b>Option 1b. Maintain current IDA publications and create partnerships with other entities (ADA, Iowa Consultant Dietitians, state affiliates, ISU Extension, IDPH, DPGs, etc.) to develop publications for a wider audience (Growth).</b>	
Description	The <a href="#">IDA Board can use information gathered from the 2004-05 publication survey regarding suggestions for new publications (content and intended audiences) for IDA.</a> This may also include <a href="#">partnering with other entities to develop, market and maintain new publications would be encouraged.</a>
Resources	<a href="#">Resources</a> needed <a href="#">include:</a> <ol style="list-style-type: none"> <li>1. Budget for maintaining current publications, startup costs for new publications and marketing expenses related to all IDA publications and products.</li> <li>2. Substantial staff and member volunteer time.</li> </ol>
Benefits to IDA	Benefits to IDA include: <ol style="list-style-type: none"> <li>1. <a href="#">Expands interagency/intra-organizational collaboration.</a></li> <li>2. <a href="#">Improves IDA visibility and ability to influence public opinion and policy regarding food, nutrition, and health issues.</a></li> <li>3. <a href="#">Possible increased revenue.</a></li> <li>4. <a href="#">Possible increase in active IDA membership (e.g., attracting new author and editor opportunities, etc).</a></li> </ol>
Challenges for IDA	Challenges for IDA include: <ol style="list-style-type: none"> <li>1. <a href="#">Financial commitment for the development of new publications, although potential cost sharing may be exist if pursued with other entities.</a></li> <li>2. <a href="#">Identify appropriate publication topics and partners via establishing publication priorities and standards.</a></li> <li>3. Establish a process for <a href="#">matching member talents and interests to publication committee membership and authoring new publications.</a></li> <li>4. Assure the release of <a href="#">timely and current information.</a> For example, <a href="#">keeping short-term publications (position statements, reports) up-to-date versus long-term publications (text books, manuals).</a></li> <li>5. Negotiate <a href="#">contracts or agreements with other entities</a> including ownership of copyright, selection of authors, royalties, etc.</li> <li>6. Substantial leadership committee that oversees the production process, review and approval, contract management, and marketing.</li> <li>7. Revise IDA <a href="#">policies</a>, protocol and documentation including recreating position descriptions outlining the changes in position and/or committee functions.</li> <li>8. Re-establish <a href="#">publication committee with budget allowance, new mission statement,</a> position descriptions, and roles and responsibilities.</li> <li>9. <a href="#">Recruitment of member editors, authors and committee members.</a></li> </ol>
Marketing Opportunities	<a href="#">There would be increased marketing opportunities for materials published in coordination other entities via websites, resource lists and through the professionals and staff associated with those entities.</a>

**Option 1b. Maintain current IDA publications and create partnerships with other entities (ADA, Iowa Consultant Dietitians, state affiliates, ISU Extension, IDPH, DPGs, etc.) to develop publications for a wider audience (Growth).**

Taskforce  
recommendations

The Publications Taskforce does not recommend this option for IDA. [This option may be a viable long-term strategy.](#) However, there was not [strong feedback from the membership survey indicating the desire to continue and expand publications, this would entail major effort and commitment from IDA](#) and the Publications Taskforce does not recommend this be an immediate objective to expand IDA publications.

<p><b>Option 1c. Maintain current IDA publications and expand IDA publications to include other products (e.g., consumer materials, educational incentives, guidebooks, professional position papers, etc.) and combine publications and marketing activities within IDA (Growth).</b></p>	
Description	<p>The results of the <u>membership survey notes potential for IDA to explore publications</u> and products <u>beyond current inventory</u>. This may include consumer materials, educational incentives, guidebooks, and professional position papers. Expanding publications and products would increase visibility of IDA and meet the needs of a wider audience. <u>Developing a more synergist relationship between the marketing and publications initiatives within IDA would be required in this option.</u></p>
Resources	<p>Resources needed <u>include</u>:</p> <ol style="list-style-type: none"> <li>1. Budget for maintaining current publications, startup costs for new publications and marketing expenses related to all IDA publications and products.</li> <li>2. Substantial staff and member volunteer time.</li> </ol>
Benefits to IDA	<p>Benefits to IDA include:</p> <ol style="list-style-type: none"> <li>1. <u>Opportunity to expand IDA Strategic Plan goal beyond current audiences for a greater application to consumers and health professionals.</u></li> <li>2. Potential to increase revenue.</li> </ol>
Challenges for IDA	<p>Challenges for IDA include:</p> <ol style="list-style-type: none"> <li>1. <u>Oversight of process will be time consuming and add to the tasks assigned to the IDA executive director or on volunteer IDA members.</u></li> <li>2. <u>Increase investment of IDA membership in development of publications and potentially of IDA budget in development and inventory of additional resources.</u></li> <li>3. Establishment <u>of publication/marketing committee with budget allowance, new mission statement, committee member position description and policies/procedure definitions.</u></li> <li>4. <u>Recruitment of committee members.</u></li> <li>5. <u>Greater oversight by IDA Board of publication committee work.</u></li> <li>6. Storage facility and <u>order fulfillment business may be needed to inventory consumer materials and ship resources not compatible with publisher services.</u></li> </ol>
Marketing Opportunities	<p><u>Increased opportunities as scope of IDA publications and marketing tools is expanded.</u></p>
Taskforce recommendations	<p>The Publications Taskforce does not recommend this option for IDA. <u>This option may be a viable long-term strategy. However, unless strong feedback from the membership survey indicates desire to continue and expand publications, this would entail major effort and commitment from IDA and the Publications Taskforce does not recommend this be an immediate objective to expand IDA publications.</u></p>

<b>Option 1d. Maintain current IDA publications and seek a new publishing company to renegotiate terms and conditions for wider promotion and distribution (Growth).</b>	
Description	Blackwell has not been responsive to IDA's needs as evidenced by their lack of timely communication with the Taskforce, the fact that the Food Service Management Study Course has been out of print for over a year, and that the Simplified Diet Manual was allowed to have inventory levels depleted (November 2004).
Resources	Resources needed include: <ol style="list-style-type: none"> <li>1. Budget for maintaining current publications, startup costs for new publications and marketing expenses related to all IDA publications and products.</li> <li>2. Substantial staff and member volunteer time.</li> </ol>
Benefits to IDA	Benefits to IDA include: <ol style="list-style-type: none"> <li>1. <a href="#">Improve IDA visibility</a> among a national dietetic and health professional audience.</li> <li>2. <a href="#">Possible increased revenue</a>.</li> <li>3. <a href="#">Possible increase in active IDA membership</a> (e.g., <a href="#">attracting new author and editor opportunities, etc.</a>)</li> </ol>
Challenges for IDA	Challenges to IDA include: <ol style="list-style-type: none"> <li>1. <a href="#">Oversight of process will be time consuming and add to the tasks assigned to the IDA executive director</a> or on volunteer IDA members.</li> <li>2. Transfer copyright may require legal counsel.</li> <li>3. Negotiating transfer with Blackwell Publishing may be challenging.</li> <li>4. New publisher may not take all IDA publication titles.</li> <li>5. Risk decreasing or eliminating annual royalties.</li> </ol>
Marketing Opportunities	Opportunities exist to merge IDA publications with other nutrition-related publishing houses such as ADA, NCES, and Helm Publishing. This would enable national visibility of IDA Publications.
Taskforce recommendations	The Publications Taskforce does not recommend this as an option due to the high level of financial and professional risk. Transferring copyright from one publishing company to another would incur legal fees and may result in a legal battle.

<b>Option 1e. IDA becomes the publisher of all publications (Maintenance).</b>	
Description	The IDA would become the owner of all copy written materials and would publish all products under an IDA Publishing name. IDA would guide the publication of all IDA materials and source the printing to various Iowa-based printing companies.
Resources	Extensive financial investment including start up costs and human resources would be needed for this venture.
Benefits to IDA	Benefits to IDA include: <ol style="list-style-type: none"> <li>1. Increased control with updating, printing and supplying publications.</li> <li>2. Increased ability to monitor fiscal and inventory status of publications.</li> <li>3. Assign all written IDA publications to one group for oversight.</li> </ol>
Challenges for IDA	Challenges to IDA include: <ol style="list-style-type: none"> <li>1. Difficult negotiating with Blackwell for publishing rights.</li> <li>2. Would require legal consult.</li> <li>3. Would require staff and volunteer commitment to plan, implement and maintain a self-publishing system.</li> <li>4. Establishment of quality control criteria, author reimbursement, subcontracts with authors, etc.</li> </ol>
Marketing Opportunities	Develop a comprehensive marketing plan for all IDA publications and products to increase sales and generate revenue for IDA. Marketing may include: <ol style="list-style-type: none"> <li>1. Determining publication and products needs of IDA members (needs assessment, see results of IDA publications online survey);</li> <li>2. Establishing a unique marketing plan for each IDA publication; and</li> <li>3. Promoting IDA publications through the IDA website (<a href="http://www.eatrightiowa.org">www.eatrightiowa.org</a>) will capture a wider audience and out-of state markets.</li> </ol>
Taskforce recommendations	This is not a viable option for IDA at this time due to the extensive time and fiscal commitment and the Publications Taskforce does not recommend the IDA Board to consider this option.

<b>Option 2. Discontinue IDA's ownership of current publications and transfer or sell copyright of all publications to another party (Loss).</b>	
Description	Transfer or sell the <u>publication rights</u> of current publications to either the authors of the publications, Blackwell Publishing, a new publishing company, American Dietetic Association, or to another interested organization (e.g., Iowa Consultant Dietitians). <u>Information from Blackwell regarding current publications and forecast for new editions could be distributed to membership.</u>
Resources	Resources needed include: <ol style="list-style-type: none"> <li>1. <u>Time and resources to transfer copyright to interested organization. This may require legal counsel.</u></li> <li>2. An IDA member with the IDA Executive Director to lead this effort.</li> </ol>
Benefits to IDA	Benefits to IDA include: <ol style="list-style-type: none"> <li>1. <u>Eliminates the time and fiscal commitment of IDA, including the executive director, Board, Council and current editors (enables IDA to focus on projects and activities that are in line with the IDA strategic plan and promote the dietitian as the nutrition expert).</u></li> <li>2. Eliminates the responsibility of IDA to assure that publications meet Iowa Administrative Code requirements.</li> <li>3. The sale of the publications rights may bring a financial gain to IDA.</li> <li>4. IDA could form a partnership with an interested organization but would no longer have copyright and fiscal control of publications. For example, <u>IDA could still be involved by offering volunteer time of IDA members to do editorial review and in exchange IDA's "seal of approval" could be given to the books. As an added bonus to the authors IDA would market books on their Web site and allow authors at cost exhibit at IDA's Fall Conference.</u></li> </ol>
Challenges for IDA	Challenges for IDA include: <ol style="list-style-type: none"> <li>1. IDA Board must be prepared for criticism and questions from IDA membership if this decision is made.</li> <li>2. Although <u>decreased</u>, some income is received from publications; <u>the effects of this ongoing revenue source on IDA budget would need to be assessed.</u></li> <li>3. <u>A plan to equitably distribute and transfer publication rights would need to be developed especially if several members wanted rights for current publications.</u></li> <li>4. Seek the advice of the IDA attorney. This may result in legal fees.</li> <li>5. Establish an IDA liaison to link with the organization possessing the copyright. This may require <u>developing an "editorial review board" and policies/procedures</u> in order for the organization <u>to obtain</u> an endorsement or <u>"IDA seal of approval."</u> This would <u>require IDA leadership time and expertise.</u></li> <li>6. Communicate changes in copyright ownership to the Iowa Department of</li> </ol>

**Deleted:** IDA could still be involved by offering volunteer time of IDA members to do editorial review and in exchange IDA's "seal of approval" could be given to the books. As an added bonus to the authors IDA would market books on their Web site and allow authors at cost exhibit at IDA's Fall Conference

**Deleted:** Eliminates time

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**Deleted:** How will IDA's budget be effected without this income?

<b>Option 2. Discontinue IDA's ownership of current publications and transfer or sell copyright of all publications to another party (Loss).</b>	
	Inspections and Appeals so it can be reflected in Iowa Administrative Code.
Marketing Opportunities	<a href="#">Marketing opportunities for the organization would be tied indirectly to marketing plans for individuals or organizations that pursue IDA "seal of approval" for the publications or just in the fact that editors of the publications are members of IDA.</a>
Taskforce recommendations	<p>The Publications Taskforce recommends this option only if the IDA Board is unanimously in favor of no longer maintaining the current publications and there are no plans for future publications. Of all of the options, this may require the least amount of IDA investment, however, it will result in a loss of sustained revenue. See Section 4 for additional recommendations and considerations.</p> <p><u>Note:</u> Regardless if the IDA Board decides to transfer or sell copyrights of the current publications, <a href="#">IDA should address legislative body and regulatory agencies</a> (Iowa Department of Inspections and Appeals) <a href="#">to encourage change in wording in the Iowa Administrative Code that relates to specific publications to reflect changes in publication rights.</a></p>

## Section 4. Taskforce Final Analysis and Recommendation

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### Overview

Within a ten-month period, the IDA Publications Taskforce has completed a thorough cost benefit analysis of the six IDA textbooks that are published by Blackwell Publishing. This report outlines various options for the IDA Board to consider and includes suggested steps to be taken by the IDA Board as outlined in Tables 7 and 8. The Publications Taskforce recognizes that there is no ideal option, however, each option has considerations that may or may not be in the best interest of the IDA and the membership. The intent of this report is to assist the IDA Board in making an informed decision.

### Publication Taskforce Recommendation

***It is the recommendation of the IDA Publications Taskforce that the IDA Board initiate steps to discontinue IDA's ownership of current publications and transfer or sell the copyrights of all IDA publications to another entity.***

A logical group to purchase the copyrights to the publications would be to the Iowa Consultant Dietitians. This group has the greatest knowledge of these publications and whose members benefit the most from the existing publications. The IDA Board must consult with an attorney to determine if this is a viable option before proceeding.

The justification for this recommendation stems from the **following actions that must be implemented in order for IDA to maintain the current publications and be fiscally responsible.**

1. Determine the role of IDA publications with the IDA strategic (long-term) plan. Activities within the strategic plan must include a comprehensive management and marketing plan for all IDA publications.
2. Re-evaluate IDA's infrastructure for how to better support maintaining publications. Evaluate if volunteer IDA members can maintain all publication activities of IDA. Determine if establishing a contract with an individual or another entity to maintain and monitor publication activities is cost beneficial (e.g., contract staff versus volunteer expenses). For example, a publishing staff person could also oversee the production of *The Bulletin* (with a volunteer editor), website content (with a volunteer committee) and other IDA printed materials. The IDA Board would need to:
  - a. Reconfigure IDA staff and volunteer infrastructure. Determine if there are enough volunteers to support the infrastructure.
  - b. Revise position descriptions for individuals and committees and establish performance criteria.
  - c. Revise IDA policies and bylaws.
  - d. Establish individual and committee performance criteria including strategic planning, reporting and communication.
  - e. Establish an editorial board that reviews all IDA publications (e.g., *The Bulletin*, textbooks, curricula, national nutrition month promotions, outreach materials, etc.) to assure consistency and quality across all publications that are representative of IDA (Note: ADA can assist with establishing these criteria).
  - f. Coordinate or combine IDA marketing activities with IDA publications and products.
  - g. Re-evaluate fiscal commitment (see #4).

3. Determine the extent that IDA relies on slowly declining annual royalty payments. The IDA Board must discuss the following questions:
  - a. Does IDA rely on the annual royalty payments from IDA publications? What organizational expenses do publication royalties support?
  - b. What accommodations within the IDA budget would need to be made if royalty payments were terminated?
  - c. What other sustainable revenue could IDA investigate?
4. Re-evaluate IDA's fiscal commitment to maintaining current publications. This would include re-investing substantial funds into a publications committee budget line item. This money would need to be shifted from other budget line items or withdrawn from current investments. It is estimated that \$15,000 to \$30,000 would be needed over the next five years to maintain current publications. This would correspond with a 63% (\$11,948) decline in revenue since 1999. Regular monitoring of publication expenses and revenue must occur. A publications report should be included in the IDA year-end report.
5. Propose revised language for the Iowa Administrative Code (IAC) chapters to eliminate specific references to IDA publications. These direct references obligates IDA to maintain those specific publications regardless if fiscal support or revenue is generated from them. If IDA fails to maintain these publications, facilities across Iowa could be out of compliance with IAC. Meetings would need to be scheduled with the Iowa Department of Inspections and Appeals to begin this negotiation.
6. Determine whether current IDA publications can compete with more current, state-of-the-art resources. With the release of the ADA's *Nutrition Care Manual* and the shift in food safety training materials (ServSafe and NEHA curriculum), there is greater competition with IDA publications.
7. With the guidance of legal counsel, redraft language and establish fee standards for the contracts to be used between IDA and authors/editors for new publications. The contract may include:
  - a. Dates of signatures,
  - b. A percent royalty sharing arrangement; and
  - c. Performance criteria including timeline, reporting and communication.
8. Review contractual relationship with Blackwell Publishing and revise contracts with Blackwell Publishing as appropriate. IDA should seek legal counsel in reviewing and revising contracts. If contracts are maintained between IDA and Blackwell Publishing, performance criteria (timeline, communication, reports, payments, etc.) should be established and incorporated into the contracts.

### Decision Tree

The Publications Taskforce developed a decision tree to aid the IDA Board in dialogue and decision-making. In addition to the options described in this report, there may be additional combinations that may appeal to the IDA Board. The IDA Board is encouraged to use the information in this report and with the decision tree as a guide, engage in extensive dialogue to determine the optimal plan that benefits the IDA and the membership.

**Table 7. Decision Tree**

<b>If...</b>	<b>Then...</b>
The IDA Board chooses Option 1	<ul style="list-style-type: none"> <li>• Determine if maintaining or growing the IDA publications is the course of action (see Options 1a to 1e).</li> <li>• Review the considerations in Section 4.</li> <li>• Implement the steps in Table 8.</li> </ul>
The IDA Board chooses Option 2	Implement the steps in Table 8.

### Developing a Plan

Regardless of the final decision by the IDA Board, a plan for implementing those changes must be developed. This plan must consist of a goal statement, objectives, action steps, timeline, budget, and monitoring and evaluation measures. The Publications Taskforce recommends that the IDA Board develop and implement this plan and not assign it to an ad hoc committee. A feature of this plan may be a link to the IDA Strategic Plan. Specifically, Goal 1 Be a leader in selected areas of food and nutrition.

**Table 8. Action to be taken by the IDA Board**

<b>Step</b>	<b>The members of the IDA Board will...</b>
1	Review the Publication Taskforce report.
2	Schedule a conference call or face-to-face meeting to thoroughly discuss the options.
3	Obtain consensus on a final decision.
4	Draft a plan to carry out the action. This plan includes: <ol style="list-style-type: none"> <li>a) A goal statement.</li> <li>b) An objective statement clearly describing the action to be achieved.</li> <li>c) IDA Board members who will be responsible for obtaining the objective.</li> <li>d) A series of specific action steps to be completed by a specific date.</li> <li>e) A timeline.</li> <li>f) Resources (e.g., budget) needed to implement the plan.</li> <li>g) Evaluation criteria for determining successful implementation.</li> </ol>
5	Notify IDA members of the action plan and schedule regular updates through Board and Council distribution list.
6	Post information from the Publications Report and/or the plan of action on the IDA web page.
7	Publish an update in the next IDA Bulletin.*
8	Institutionalize any necessary processes.

\* Sample Bulletin Article

\* Sample Bulletin Article

***Publications Taskforce Update***

*The Publication Taskforce has completed data gathering and compiled a summary report that includes a SWOT analysis of IDA publications, the financial and marketing background of each of the current IDA publications, members' familiarity, use and feelings of the publications and a set of options for IDA's leadership to consider for the organization's future involvement with publications. The Taskforce provided this summary report to the IDA Board at the February 25, 2005 meeting. The Board and Council will use the report to make decisions on how publications can further the goals outlined in the IDA strategic plan.*

*The Publication Taskforce and the leadership of IDA thanks all the members who participated in completing the On-line survey either at the Fall Meeting or via IDA's Web page. Not only did the survey provide excellent member feedback but also was the first on-line survey offered on the Web site.*

## Appendices

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- A. March 2004 IDA Board Minutes
- B. Contracts between IDA and Blackwell Publishing
- C. Sample contract between IDA and authors/editors
- D. Publication Sales, Inventory and Royalty Information
- E. IDA Transaction Detail by Account June 1998 through December 2004
- F. Iowa Administrative Code Chapters
  - a. Elder Affairs 321 Chapter 24 Adult Day Care and Facility-Based Respite Care
  - b. Elder Affairs 321 Chapter 27 Assisted Living Programs
  - c. Inspections and Appeals 481 Chapter 51 Hospitals
  - d. Inspections and Appeals 481 Chapter 57 Residential Care Facilities
  - e. Inspections and Appeals 481 Chapter 58 Nursing Facilities
- G. IDA Publications Membership Survey
  - a. Promotional materials
  - b. Online Member Survey
  - c. Membership Responses

**Appendix A. March 2004 IDA Board Meeting Minutes  
Establishing the IDA Publications Taskforce**

## **Appendix B. Contracts with Blackwell Publishing**

## **Appendix C. Sample contract between IDA and authors/editors**

## **Appendix D. Publication Sales, Inventory and Royalty Information**

**Appendix E. IDA Transaction Detail by Account June 1998  
through December 2004**

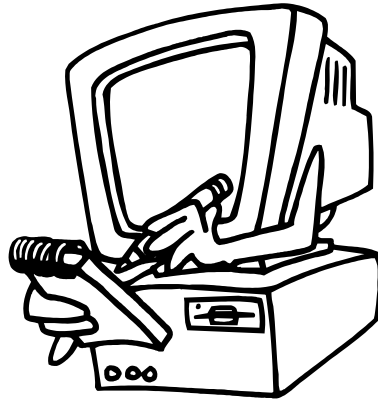
## **Appendix F. Iowa Administrative Code Chapters**

- a. Elder Affairs 321 Chapter 24 Adult Day Care and Facility-Based Respite Care
- b. Elder Affairs 321 Chapter 27 Assisted Living Programs
- c. Inspections and Appeals 481 Chapter 51 Hospitals
- d. Inspections and Appeals 481 Chapter 57 Residential Care Facilities
- e. Inspections and Appeals 481 Chapter 58 Nursing Facilities

## **Appendix G. IDA Publications Membership Survey**

- a. Promotional materials
- b. Online Member Survey
- c. Membership Responses

**Insert in the 2004 IDA Annual Conference Packet**



The Iowa Dietetic Association Publications Taskforce is seeking member input on the status of current IDA publications.

Please visit the Iowa Dietetic Association Web site to help us assess whether the publications are meeting member needs and explore how to best prepare IDA publications for the future.

Your anonymous responses will be tabulated and shared with the IDA Board in March of 2005. The survey results will also be posted on the IDA Web site.

**Please complete the survey by January 15, 2005.**

*Thank you!*

The Publications Taskforce

Angie Tagtow ([atagtow@idph.state.ia.us](mailto:atagtow@idph.state.ia.us))

Anne Tabor ([anne-tabor@uiowa.edu](mailto:anne-tabor@uiowa.edu))

Molly Pelzer ([mpelzer@midwestdairy.com](mailto:mpelzer@midwestdairy.com))

Six simple steps to complete the survey

1. Log on to [www.eatrightiowa.org](http://www.eatrightiowa.org)
2. Select the members only section of the Web site
3. Type in your username  
User name = initial of first name followed by your last name  
Example: Molly Pelzer user name is mpelzer
4. Type in your password. (This is your American Dietetic Association member number.)
5. Select button "Publications Taskforce Survey"
6. Please allow 20 minutes to complete the survey

## IDA Member Survey Announcement - Winter 2004 IDA Bulletin



The Iowa Dietetic Association Publications Taskforce is seeking member input on the status of current IDA publications.

Please visit the Iowa Dietetic Association Web site to help us assess whether the publications are meeting member needs and explore how to best prepare IDA publications for the future.

Your anonymous responses will be tabulated and shared with the IDA Board in March of 2005. The survey results will also be posted on the IDA Web site.

Six simple steps to complete the survey

1. Log on to [www.eatrightiowa.org](http://www.eatrightiowa.org)
2. Select the members only section of the Web site
3. Type in your username
4. User name = initial of first name followed by your last name. Example: Molly Pelzer user name is mpelzer
5. Type in your password. (This is your American Dietetic Association member number.)
6. Select button "Publications Taskforce Survey"
7. Please allow 20 minutes to complete the survey

Please complete the survey by January 1, 2005.

**Thank you!**

The IDA Publications Taskforce

Angie Tagtow ([atagtow@idph.state.ia.us](mailto:atagtow@idph.state.ia.us)), Anne Tabor ([anne-tabor@uiowa.edu](mailto:anne-tabor@uiowa.edu)), Molly Pelzer  
([mpelzer@midwestdairy.com](mailto:mpelzer@midwestdairy.com))

## **Iowa Consultant Dietitian Newsletter Article**

### **Update From the IDA Publications Taskforce**

By: Ruth Litchfield, IDA Board President

Molly Pelzer, Anne Tabor and Angie Tagtow, Publications Taskforce

#### **What is the Publications Taskforce?**

The IDA Publications Taskforce is an impartial group assigned by the IDA Board to explore expanded opportunities of producing and marketing IDA publications and products. With changes in the market, publishing industry, and the diversity of dietetic practice, the IDA Board decided in March 2004 that an independent group should be charged with assessing IDA's products and explore expanded opportunities. At that time, the IDA Board did not decide to discontinue the current IDA publications but decided that a comprehensive evaluation of IDA's publications and products was warranted due to budgetary concerns and the significant financial investment made by IDA to maintain current publications and member products. Members can be assured that the changes in the dietetics profession, member needs and fiscal responsibility has necessitated developing the Taskforce.

The charge of the Taskforce is to:

- Assess the status of current IDA publications and products,
- Determine the current and future use of IDA publications and products,
- Assess the needs of IDA members and whether the publications and products are meeting IDA member needs,
- Examine the financial feasibility of IDA to sustain the current IDA publications and products,
- Outline options for establishing additional revenue generating activities through publications and products, and
- Explore opportunities that promote the role of the dietetics professional and market the profession.
- Prepare and present a report to the IDA Board by March 2005.

#### **What has the Publications Taskforce done to date?**

Taskforce members have been actively engaged in gathering information. The Taskforce has completed a SWOT (strengths, weaknesses, opportunities and threats) analysis, community college usage phone survey, sales and marketing analysis, Iowa Administrative Code review, local publishing houses availability, competitive product assessment, and trends of the Iowa dietetic profession.

#### **Blackwell Publishing and IDA Publications**

Several years ago, Iowa State press was purchased by Blackwell Publishing ([www.blackwellprofessional.com](http://www.blackwellprofessional.com)) and contracts for IDA publications were transferred to Blackwell Publishing. Blackwell Publishing regularly conducts profitability analyses on their products and will only reprint IDA publications when there are sufficient annual and lifetime sales. As part of their analyses, they look for sales and profitability success dependent upon regional, national and international audiences.

As of the writing of this article, the *Simplified Diet Manual, Ninth Edition (2002)* is currently out of print with an expected reprint date of November 2004. This edition may be used as the current diet manual through 2007. The *Foodservice Management Study Course, Third Edition (1999)* is currently declared “out of print” as of December 2003 and Blackwell Publishing does not have plans to date to reprint this publication due to lack of past sales and no justification to print a sufficient volume. The rights to this publication will remain with Blackwell Publishing. All other IDA publications are in stock. The Publications Taskforce will be including sales trends of IDA publications in their report.

**The Publications Taskforce needs your feedback!**

The Taskforce is interested in hearing from all IDA members about their use and interest in IDA publications. Plan to visit [www.eatrightiowa.org](http://www.eatrightiowa.org) before **January 15, 2005** to share your thoughts as to whether the publications are meeting your needs. Your anonymous responses will be tabulated and shared with the IDA Board in March of 2005.

Six simple steps to complete the IDA Publications survey

1. Log on to [www.eatrightiowa.org](http://www.eatrightiowa.org)
2. Select the members only section of the Web site
3. Type in your username  
User name = initial of first name followed by your last name  
Example: Molly Pelzer user name is mpelzer
4. Type in your password. (This is your American Dietetic Association member number.)
5. Select button “Publications Taskforce Survey”
6. Please allow 20 minutes to complete the survey

If you would like to contact a member of the Publications Taskforce directly, they would appreciate hearing from you. Molly Pelzer ([mpelzer@midwestdairy.com](mailto:mpelzer@midwestdairy.com)), Anne Tabor ([anne-tabor@uiowa.edu](mailto:anne-tabor@uiowa.edu)) and Angie Tagtow ([atagtow@idph.state.ia.us](mailto:atagtow@idph.state.ia.us))



**6. How familiar are you with the process of publication within the IDA? (e.g. author selection, peer review, publisher criteria)**

(not familiar)

(very familiar)

1    2    3    4    5

**7. Should IDA continue with the current publications? Yes \_\_\_\_\_ No \_\_\_\_\_**

**8. Any other comments?**

**9. Would you like to be more involved with IDA Publications? Yes \_\_\_\_\_ No \_\_\_\_\_**

If yes, provide contact information

Name (optional)

Best way to contact me: (choose one) phone    email    mail

Contact details: \_\_\_\_\_

*Thank you for participating in the survey!  
Publications Taskforce members: Angie Tagtow, Anne Tabor, Molly Pelzer*

**Results of the IDA Publications Taskforce Online Survey**

**Total responses = 59**

**1. How familiar are you with the IDA Publications? (n=59)**

	<b>Not Familiar</b>				<b>Very Familiar</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>#</b>	4	4	6	21	22
<b>%</b>	7.0%	7.0%	10.5%	36.8%	38.6%

**1. How have you used IDA Publications? Please check all that apply.**

	<b>Training Staff</b>	<b>Training Students</b>	<b>Reference Materials</b>	<b>Not Used</b>	<b>Other</b>
<b>#</b>	34	18	36	14	5

**Other (please explain)**

- A. I use the Simplified Diet Manual in the ICF-MR & RCF-MR homes that I am dietitian for.
- B. Diet manual for hospital
- C. I really rely on the diet manual and sanitation books.
- D. Diet manual for LTC
- E. I use the sanitation manual, diet manual and work book to train staff
- F. As approved diet manual within hospital
- G. The Simplified Diet Manual is the manual approved for use by our Hospital. We use the workbook for employee training on diets.
- H. There is a need for children's nutrition books.
- I. I used to teach 90 Hour Food Supervisor classes in South East Iowa
- J. As Publications Comm chair I oversaw the contracting of authors for the books, the reviewing of publications, and the training of instructors who use the books.
- K. As a committee member
- L. I have used the IDA Simplified Diet Manual as the required diet manual in long-term care consulting facilities. It then serves as the reference manual, but I have also used it during dietary staff training sessions.

**3. Rank the priority you would like IDA to give to the following types of publications. Use a scale of 1 to 5, with 5 indicating your highest priority.**

	Low Priority				High Priority
	1	2	3	4	5
Consumer education materials (n=54)	6 11.1%	9 16.7%	14 25.9%	13 24.1%	12 22.2%
Nutrition/dietetic materials (n=55)	6 10.9%	4 7.3%	12 21.8%	16 29.1%	17 30.9%
Textbooks (n=53)	10 18.9%	15 28.3%	12 22.6%	11 20.8%	5 9.4%
Training materials (n=57)	7 12.3%	6 10.5%	12 21.1%	11 19.3%	21 36.8%
Other (n=18)	10 55.6%	2 11.1%	1 5.6%	2 11.1%	3 16.7%

**Other (please explain)**

- A. Do not duplicate anything that ADA produces.
- B. More for the school nutrition and health program mandate for Iowa public schools -it would put our name and expertise in front of every child and family of school age children.
- C. We need to keep a current diet manual for nursing facilities. If they have to pay the cost for some of the diet manuals that the bigger hospitals used- they won't purchase them or worse it, the staff won't be able to understand it and will not use them.
- D. You might want to consider multimedia such as videos and CD-ROM technology for training, which is so critical to compete with ServSafe CD-ROM and National Health Video Modified Diet Training
- E. The most used IDA publication in my practice is the Simplified Diet Manual. Having this as a guide for long-term care foodservice is absolutely necessary. I do use other publications primarily for staff training. I have also started teaching in a local DMA program & have found these to be a valuable resource.
- F. I feel IDA's past training materials for prospective Dietary Managers and/or cooks was very good; to meet the requirements for state surveys. I would like to see this continue, in some form or another. Or, at least advice on where to get good training materials.
- G. Algorithms for nutrition therapy Possibly a member exchange system to share "best practices"
- H. Menus, general and therapeutic
- I. Not sure
- J. Nutrition/dietetic materials on topics that would assist a wider variety of dietetic professionals. This could include public health
- K. With the present IDA publications we have had uniform teaching of the 90-hour foodservice supervisor training program across the state. This has been a quality of training superior to other states. Our books have been purchased by other states for training, though marketing outside of Iowa was never the intent of the Publications Committee. Purpose was to continue to offer uniform training across Iowa for

foodservice employees employed in healthcare which had previously been done by the Iowa Dept of Public Health via correspondence home study courses.

- L. A publication promoting the RD as the nutrition expert should be first priority. There are plenty of other sources for consumer educational materials.
- M. I would give highest priority to materials that market the RD as the nutrition professional and tell how to access nutrition services by an RD. I don't think we need to spend IDA resources developing consumer educational materials on particular topics. There are plenty of other resources for those.
- N. More resources that address obesity in the very young. Age 2-5 years old. Especially physical activity materials. Also, dietary materials for that age group.
- O. Diet Manual
- P. Handbook to easily explain Iowa Licensure rules.

**4. Rank the priority you would like IDA to give the following groups for marketing its publications. Use a scale of 1 to 5, with 5 indicating your highest priority.**

	Low Priority				High Priority
	1	2	3	4	5
Consumers (n= 57)	8 14.0%	19 33.3%	12 21.1%	12 21.1%	6 10.5%
Nutrition professionals (including dietitians and food service managers) (n=57)	6 10.5%	6 10.5%	3 5.3%	11 19.3%	31 54.4%
Health professionals outside of the area of nutrition (n=56)	5 8.9%	6 10.1%	24 42.9%	19 33.9%	2 3.6%
Instructors and educators (n=55)	2 3.6%	8 14.5%	10 18.2%	20 36.4%	15 27.3%
Other (n=10)	8 80.0%	0 0.0%	0 0.0%	0 0.0%	2 20.0%

**Other (please explain)**

- A. Colorful and interesting children's books on food and nutrition
- B. Patients, residents in facilities who need MNT before discharge or even long term care
- C. Not sure how the community colleges use the materials for training Dietary Managers?  
Difficult to assess this question. I know our staff have taken the courses from the area colleges. I have wondered if there could not be some type of way that one of the area colleges that does well with this training could teach the class to the state using IDA materials.???
- D. Fitness Instructors
- E. Not sure
- F. Marketing depends on type of publications developed by IDA. Current publications need to be marketed to a wider group outside of long term care.

**5. Rank the priority you would like IDA to consider for the format used for future publications. Use a scale of 1 to 4, with 4 indicating your highest priority.**

	Low Priority 1	2	3	High Priority 4
Print (n=55)	9 16.3%	5 9.1%	12 21.8%	29 52.7%
Internet based (n=52)	8 15.4%	12 23.1%	21 40.4%	11 21.2%
CD-rom (n=51)	5 9.8%	16 31.4%	17 33.3%	13 25.5%
Other (n=9)	5 55.6%	3 33.3%	0 0.0%	1 11.1%

**Other (please explain)**

- A. Have CD-ROM as an option to purchase, perhaps offer a discount for purchasing online access
- B. While computers are here; many longterm care facilities do not give access to staff for training purposes.
- C. PDA
- D. I think CD\_ROM will become a better option for education of training staff, especially food service with younger generations more experienced in computers.
- E. Video
- F. Not sure
- G. Computers are not readily accessible for dietary staff in many long-term care facilities and therefore, it is necessary to have a hard copy diet manual. Training materials would also be used hard copy, but these could be downloaded in advance.

**6. How familiar are you with the process of publication within the IDA? (e.g. author selection, peer review, publisher criteria) (n=57)**

	Not Familiar 1	2	3	4	Very Familiar 5
#	24	12	7	6	8
%	42.1%	21.1%	12.3%	10.5%	14.0%

**7. Should IDA continue with the current publications? (n=52)**

	Yes	No
#	47	5
%	90%	9.6%

## 8. Any other comments?

- A. I think there are better food safety/sanitation products available. I do think we should continue the simplified diet manual and modified diet manual
- B. As a instructor for the 90-hour food service supervisor course, it is hard to teach the program without the resources available. We are already out of the Food Service Management textbook. The Safety and Sanitation textbook is too simplistic and not enough emphasis on employee safety. Servesafe book is a better resource but too much of the book involves other types of food service besides long term care and small hospitals.
- C. Really need more training materials on food production in food service operations. Gilmore's publication is fine for managers, but not cooks.
- D. I was not aware of IDA publications until becoming involved with the Board and council. These publications serve a small segment of our membership. I am not saying that publications should not serve this small group but they should serve the entire membership. The changes in technology/marketplace need to be addressed -- current publications cannot complete.
- E. There are some useful publications and some that are not as useful. Probably a training manual for the new Feeding Aides for nursing homes would be useful and should be marketed better if there already is such a thing.
- F. not sure
- G. Could efforts be saved by coordinating with other states on publications such as Diet Manual
- H. I think new publications would help with sales. I see non-IDA publications that are more attractive to the consumer (e.g. food service supervisors and staff) than some of the current, e.g. sanitation manual. I like the Simplified Diet Manual because we need a manual q 5 years in LTC. I think dietitian forms for quick reference or CD\_ROMS for employee training would be beneficial. Thank you for all of the time you are putting into this survey!. Good Luck
- I. I believe IDA should continue with publications referenced in Iowa Code.
- J. Simplified diet manual and some of the home study courses are useful. The Sanitation course, for one needs to be revised. I could see an interactive cd-rom or software as a useful training tool in place of print.
- K. Can't comment of #8, unsure of all the publications.
- L. Some of the publications are supported by rules and regulations ie, Diet Manual. The food safety is a good publication but may have lost it's market share to the widely accepted Serve Safe program. New materials related to public health could open new markets to replace declining demand for some of the IDA publications. LTC training materials offered online may attract new users--especially if a certificate of completion could be offered. Need to make sure this is not in competition with what community colleges are offering.
- M. I answer yes because most of them are unique and only could be improved by marketing better (maybe offer as a print or CD format. If, however, competition becomes severe (such as DMA & Serve-Safe for Sanitation and DMA for management) then an evaluation of feasibility for change or discontinuing then. By "then", I mean WHEN competition cuts into sales. I understand the one you considered not updating (management) was

needed for classes to the extent that they were xeroxed. So as long as there is some demand, we should consider continuing. IDA's reputation for quality training materials is widely known and I think we have just failed to market them effectively recently. Besides the quality, another strong point has always been affordability. While the Management book from DMA is excellent, the cost is going to be prohibitive for small facilities. I hope that we keep affordability as one facet of our new direction.

- N. As a result of the royalties received from the Iowa State Press for the IDA publications, the IDA treasury has grown well over \$70,000, a nice sum considering that the purpose of the books was not money but to continue the 90-hour training started by IDPH many years ago. (This did not mean other books could not be started; there were some tried.) Members never contributed book suggestions to be pursued by the Publications Committee, thus the training materials continued to be exclusively the IDA publications. Instructor guides were developed for each of the courses covered by the books and this was done by contracting writers for them. Workshops were held to train the trainers who taught the courses using the IDA publications all to provide uniformity of the courses and to market the books. (Just a few tasks of the 6-member volunteer Publications Committee which was eliminated without any explanation!)
- O. The diet manual is excellent for nursing homes. Unfortunately, some of the publications are inferior to others I have used-such as the Food Safety and Sanitation book.
- P. We should continue if there is a market for them. We might want to consider an online version that could be more easily updated of the materials that are shorter training manuals that could possibly even be printed by the user.
- Q. I don't know exactly what publications are available and I don't think they are promoted very well.
- R. I'm unsure of the cost and if duplicate materials are available. For example, the VA Central Iowa uses a diet manual from the Hines VA. IDA has done quality work. How many publications are used outside of Iowa?
- S. By publications, I assume you are referring to the IDA newsletter? What other publications are there?
- T. I would definitely want to see the continuation of the IDA Simplified Diet Manual. It serves as a valuable resource (high quality and low cost) for small long-term facilities.

**9. Would you like to be more involved with IDA Publications? (n=49)**

	Yes	No
#	14	35
%	28.5%	71.4%

**Those who are interested in being involved with IDA Publications**

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Betty Barton	<a href="mailto:bsbarton@dmacc.edu">bsbarton@dmacc.edu</a>
Bonnie Moeller	I have boxes and boxes of IDA publications material which is taking up space in my house. I felt we had some viable books that served good purpose in the state, but others evidently disagreed; thus the Publications committee was eliminated entirely. I'm not sure what my personal contribution could be now other than to provide lots of materials, documents, and experience from many years of profitable publications. Contact me by phone at 563-359-1913 or at <a href="mailto:BRMoellerRDL@chsi.com">BRMoellerRDL@chsi.com</a>
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