



FIFTH ISSUE - SEPTEMBER 1996

FROM THE SECRETARIAT

Strategies to Implement ICDA's Mission

The International Planning Committee is developing plans to move the organization closer to realizing ICDA's provisional mission statement, which was approved at the XIIth International Congress of Dietetics (ICD):

ICDA will support dietetic associations and their members beyond national and regional boundaries by achieving:

- an integrated communications system,
- an enhanced image for the profession, and
- increased awareness of standards of education and practice in dietetics.

Activities to increase members' awareness of standards of education and practice in dietetics have been initiated through presentations at the Congress in Manila, February, 1996, and in articles published in *Dietetics Around the World*.

The Planning Committee is requesting members' input on strategies for developing an integrated communications system for ICDA members. To begin a dialogue on this topic, the Committee will use this newsletter to solicit ideas and gather data. Delegates are encouraged to discuss the information included in the attached ICDA Dialogue Faxsheet with leaders of their respective associations and then return the completed form to the ICDA newsletter editor. The information will be summarized and used by ICDA leaders and the Planning Committee to help develop agendas and discussion topics for the Congress in 2000.

Promoting ICDA Membership

On behalf of ICDA, The American Dietetic Association is coordinating ICDA's membership promotion efforts. In addition to identifying groups to contact, guidelines are being developed for reviewing and processing new ICDA memberships. Membership outreach via mail, fax, and computer technology is also being investigated to promote information about ICDA and membership.

Delegates are encouraged to share their ideas on the attached ICDA Dialogue Faxsheet form. The responses will help direct ICDA's membership promotion efforts and will be printed in upcoming issues of *Dietetics Around the World*.

XIIITH INTERNATIONAL CONGRESS OF DIETETICS, 2000

The International Congress of Dietetics' Organizing Committee has been busy contacting member associations for input regarding participation in the next Congress in Edinburgh, Scotland. All associations should have received a letter seeking guidance on marketing the Congress to their members. Your responses are needed!

Marketing suggestions can be faxed or mailed to:

Miss Irene C.I. Mackay, Chair
International Congress of Dietetics Organizing Committee
c/o Meeting Makers
50 George Street
GLASGOW, Scotland G1 1QE
United Kingdom
Phone: 44 (0)141 553 1930
Fax: 44 (0)141 552 0511

DIETITIANS: COLLEAGUES OR COMPETITORS?

**By Marion Niesten, Chief Executive Officer
Dutch Association of Dietitians**

With its chief sponsor, Nederlandse Vereniging van Diëtenisten, the Dutch Association of Dietitians (NVD) recently organized its first "Meet Your Dietitian" meeting. More than 60 active NVD members attended, participating in discussions about ethics in the dietetics profession and competition among dietitians. Since the 1980s, dietitians in home care institutions have struggled with peer competition resulting from containment and pressure to serve more clients. Hospitals that hire independent dietitians for specific projects or laboratories that expand their services to include nutrition also increase competition among home care dietitians.

Meeting attendees noted that dietitians survive these various forms of competition by differentiating themselves from others in the field, offering highly qualified, client friendly nutrition services, increasing the public's awareness of their services, and offering supplementary expertise to their colleagues through specialization. Attendees thought competition can have a positive effect, as it helps dietitians realize they must keep current in their areas of expertise, recognize new practice developments sooner, and increase their creativity.

Attendees also identified similarities in codes of behavior and enforcement for health care business professionals. Companies and dietitians differentiate themselves through the price, quality, and specialization of their services. Just as businesses join forces to improve their negotiating position, dietitians may consider this in their business practice. Cooperation can turn a threat into an opportunity. Businesses frequently define an

employee code of behavior. Dietitians, perhaps through NVD, may also choose this course of action.

NVD's role in practitioner competition was discussed in depth, since dietitians frequently contact the association to express their concerns about fellow practitioners' actions or for advice about competitors' activities. NVD encourages dietitians to "put themselves in the shoes of their competitor" as a mechanism for understanding the competition's behavior. NVD also offers structural support to dietitians by promoting a positive professional image. The association recently instructed the Dutch Institute for Research in the Health Care System to conduct a survey on the place and function of dietitians in the Netherlands. Referral sources, health care financiers, and patient organizations will be contacted. Although NVD will not be able to influence decisions within health care, it hopes to partner with the health care sector by promoting the services and expertise of dietitians.

THE STRATEGIC PLANNING PROCESS

The American Dietetic Association

In the past 25 years, strategic planning has become a standard practice in the business world. It is defined as a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization is, what it does, and why it performs its activities. Strategic planning requires broad-scale information gathering, exploration of alternatives, and an emphasis on future implications of present decisions.

The American Dietetic Association (ADA) knew that for the Association and profession to thrive, ADA needed to adopt a far reaching strategic plan. ADA recently developed a Strategic Framework covering the next three years. ADA's 1996-99 Strategic Framework builds on the foundation of its 1991-92 Strategic Thinking Initiative, "Achieving Competitive Advantage." The framework, "Creating the Future," reflects ADA's vision that the Association and the profession must create its own future.

In 1995, more than 70 participants gathered for ADA's Strategic Planning Conference, including recognized experts from ADA's membership and organization units, along with honorary members, representatives of industry, allied organizations, and ADA advisors. Participants contributed a strong mix of functional expertise and strategic orientation. During the conference, participants were challenged to identify key linkages within health care (including acute, primary/ambulatory, and long-term/home-based care), public education, and food/food service market segments and strategies to address their priorities. ADA's Board of Directors then reviewed conference feedback in the context of where the profession and the Association need to be to position themselves competitively for the future.

The resulting Strategic Framework focuses on three main initiatives: Policy, Members, and the Public. Four common denominators that impact all three initiatives are: research, education, technology, and diversity. Rather than being a top-down document, ADA's strategic planning materials present a working framework so that members and

organization units can adopt the strategies and actions to their specific needs. In addition to the framework, ADA developed implementation guidelines on how its organization units can easily link their respective activities with the Strategic Initiatives.

For a copy of ADA's 1996-99 Strategic Framework and/or implementation guidelines, please FAX a request with your name and address to John Small, 1-312-899-4845, or send an e-mail to future@eatright.org.

COMPUTER WEB SITES

(Focus on Food and Nutrition)

For those with access to the Internet, you might want to explore these Web sites for nutrition and food information:

- "HDDFLASH," a bimonthly, international, electronic newsletter and archiving service from the Human Development Department of the World Bank. The newsletter serves as a bulletin announcing new publications, breakthrough technology, project updates, conference and training information, job opportunities, grant proposals, and information on other related electronic resources available on the Internet. The archive provides subscribers with on-line access to more than 400 documents in English, French and Spanish.

To subscribe, create an e-mail message to: listserv@tome.worldbank.org. In the subject line type: subscription. In the body of the text, type: subscribe HDDFLASH YourFirstName YourLastName. Example: subscribe HDDFLASH Jane Doe.

- Documents on various aspects of global micronutrient activities will be available weekly on a first come, first serve basis from Opportunities for Micronutrient Intervention (OMNI). Although some documents are several years old, OMNI feels they can still provide important information to organizations and individuals. OMNI's Web site is: <http://www.jsi.com/intl/omni/home>. OMNI can also be reached via e-mail: omni@jsi.com.

OMNI is funded by the Office of Health and Nutrition of the U.S. Agency for International Development. The group's mission is to develop integrated, comprehensive programs and strategies to reduce and eliminate major micronutrient deficiencies throughout the developing world.

- International hunger organizations: <http://www.charity.org/feeding.html>
- French cuisine (in French): <http://www.cenaath.cena.dgac.fr/themes/cuisine>
- "Food and Nutrition in Local Government," a Web site developed in the Department of Public Health and Nutrition at the University of Wollongong, Australia includes research on the local government's involvement in food and

nutrition-related activities: <http://www.uow.edu.au/health/phn/LGfood/LGfood.html>

INTERNATIONAL RESOURCES

Manuscript on Artificial Nutrition by the Italian Association of Dietitians

At the 1995 First European Forum for Dietitians, organized by the European Federation of the Associations of Dietitians (EFAD), the Associazione Nazionale Diplomati in Dietologia (ANDID), prepared a presentation on "The Role of the Dietitian in Artificial Nutrition in Italy."

ANDID, also known as the Italian Association of Dietitians, recently translated the transcript into English for wider use among dietetics practitioners, including ICDA members.

In the document, ANDID discusses the technical skills required for administration of artificial nutrition (enteral and parenteral) and recommends that dietitians provide these services as part of a multidisciplinary team. The three main functions of the Italian dietitian specializing in home and hospital artificial nutrition are delineated. The paper also provides ANDID's recommendations for dietitian training and continuing education in artificial nutrition. ANDID supports this training in part by establishing a permanent internal group that fosters professional growth for Italian dietitians in this discipline.

A copy of the four-page manuscript, including bibliography, can be requested from:

Anna Laura Fantuzzi, ANDID Secretary
c/o ANDID
Via S. Stefano 38/B
40125 Bologna
Italy
Phone and Fax: 39 (0)51 237014

Indian & Pakistani Food Practices, Customs, and Holidays Published (USA)

The Diabetes Care and Education Group, a dietetics practice group of The American Dietetic Association (ADA), has published several booklets on the regional food practices of different ethnic groups. Under the coordination of Padmini Balagopal, MS, RD, CDE, another booklet in the series has been produced on Indian and Pakistani cuisine.

A glossary of food items, supplemental exchange lists, typical meal patterns, and modified versions of traditional recipes are included. The booklet can help health professionals understand various customs, food practices, and dietary habits of Indian and Pakistani clients.

Indian & Pakistani Food Practices, Customs, and Holidays Published, continued

The 32-page, softbound, 8 1/2(x 11(booklet (catalog #1514) can be ordered through ADA Customer Service for \$10 (US currency) for non-ADA members or \$8.50 (US currency) for ADA members. Other booklets in the series are Alaska Native, Cajun & Creole, Chinese American, Filipino American, Hmong American, Jewish, Mexican American, Navajo, and Soul and Traditional Southern Food Practices, Customs, and Holidays.

Call or fax ADA to place an order (phone: 1-312-899-0040 ext., 5000, Monday-Friday 8:30 am - 4:45 pm central standard time; fax: 1 - 312-899-4899).

Enteral Nutrition Course for Dietitians (Italy)

The Italian Society of Parenteral and Enteral Nutrition and the Italian Association of Dietitians are presenting an annual course for dietitians in enteral nutrition. The week-long class (Sunday evening through Saturday) includes theoretical lectures and practical exercises in small groups. It is held each May/June.

For additional information, contact one of the course teachers:

Andrea Pezzana, MD
Service of Dietetics and Clinical Nutrition
Oncological Division
Ospedale San Giovanni Antica Sede
Azienda USL Torino 1- Via Cavour,
31 - 10123 Torino
Phone: 39 (0)11-5754889
Fax: 39 (0)11-8177555

M. Cristina Da Pont, MD
Maurizio Fadda, RD
Graziella Xompero, RD
Service of Dietetics and Clinical Nutrition
Gastroenterology Experimental Division
Azienda Ospedaliera San Giovanni Battista
Corso Bramante, 88 - 10126 Torino
Phone and Fax: 39-(0)11-679477

Doctors' Reference Guide on Dietetics (The Netherlands)

At the 1995 First European Forum for Dietitians, the Department of Dietetics and Nutrition of Leiden University Hospital, The Netherlands, displayed copies of its publication, Doctors' Reference Guide on Dietetics. As a result of the positive feedback it received, the department recently produced an English version on disc (WordPerfect 5.1).

The disc lists illnesses/medical disorders and relevant information, plus diagnostic tests, as well as the average number of dietary consultations doctors recommend for the patients' particular ailments.

This disc sells for \$75 (US currency). The Doctors' Guide can be adapted to fit any circumstances and can be translated into any language. For more information or an order form, contact:

Department of Dietetics and Nutrition
Leiden University Hospital
C7-P-32, PO Box 9600
2300 RC Leiden, The Netherlands
Phone: 31 (0) 71-526-1768
Fax: 31 (0) 71-524-8120

Information for the April/May 1997 newsletter is due by January 31, 1997. Articles are needed on:

- development and distribution of position papers,
- ideas to develop ICDA's integrated communications system,
- ideas for promoting ICDA membership,
- countries' national plans of action for nutrition,
- nutrition resources and meeting announcements, and
- outcomes or summaries of regional meetings

Send or fax information to the ICDA newsletter editor, see address on page 8.

ADA/CDA JOINT CONFERENCE IS A SUCCESS

Highlights of "Food and Nutrition Beyond Borders"

Following the model of regional nutrition and dietetics meetings in Asia and Europe, The American and Canadian Dietetic Associations recently hosted their first joint meeting, "Food and Nutrition Beyond Borders," for practitioners in the northwestern hemisphere. Nearly 500 participants attended. Throughout the four-day meeting, dietetics practitioners identified common experiences and the need for greater unity on issues such as standards of education and accreditation, technology-based practice, food safety, dietary standards, and consumer education. Not only did the meeting provide attendees with valuable, comparative information on dietetics practice, but it was a vital step to promote ongoing dialogue between dietetics practitioners in the western hemisphere.

WORLD FOOD SUMMIT - The Food and Agriculture Organization of the United Nations

To address the serious and complex problems of food security, the Food and Agriculture Organization (FAO) of the United Nations is convening a World Food Summit in Rome, Italy, this November 13-17. During the forum, nongovernmental organizations and individuals who influence economic policy will adopt guidelines and a plan of action to guarantee the fundamental human right to food throughout the world.

Meetings have been held among national and regional government officials and others, including dietetics professionals, to prepare local, country and regional papers for the summit. Information about the meeting is available through the FAO Food Summit Web Page: <http://www.fao.org/WFS/AAASTART.HTM>.

CONFERENCE CALENDAR

Refer to the May 1996 issue of Dietetics Around the World for a complete list of conference announcements. The following meetings are new announcements:

November 4-6, 1996

International Conference on Highly Unsaturated Fatty Acids in Nutrition and Disease Prevention

Barcelona, Spain

For more information, contact:

Conference Secretariat

PUFA Barcelona '96

c/o F Hoffman-La Roche Ltd.

Building 241/1001

CH-4002 Basel, Switzerland

March 5-8, 1997

9th National Congress of ANDID (Associazione Nazionale Diplomati in Dietologia)

Italian Association of Dietitians

Venezia - S. Giuliano (Italy)

For more information, contact:

COGEST M. & C.

Organizing Secretariat

Vicolo S. Silvestro 6

37122 Verona Italy

Phone: 39 45 597940

Fax: 39 45 597265

September 3-6, 1997

Naturally Nelson - Environmentally Sound Dietetic Practice

The Royal Society of New Zealand

Nelson, New Zealand
For more information, contact:
Mrs. Jenny Black
6 Stafford Walk
Nelson, New Zealand
Phone: 64 3 548 7662
Fax: 64 3 548 7661

October 27-30, 1997

The 80th Annual Meeting & Exhibition of The American Dietetic Association
Boston, Massachusetts, USA
For more information, contact:
The American Dietetic Association
Meeting Services Team
216 W. Jackson Blvd.
Chicago, IL 60606-6995, USA
Phone: 1-312-899-0004
Fax: 1-312-800-0008
E-mail: mtgsinfo@eatright.org

ADA AND CDA JOIN TOGETHER FOR NATIONAL NUTRITION MONTH(r)

Continuing the spirit of collaboration established at the "Beyond Borders" conference in Banff, Alberta, The American and Canadian Dietetic Associations have united again to share the same theme and logo for their 1997 National Nutrition Month(r) campaigns. Dietitians in both countries will promote the healthy eating message of "All Foods Can Fit," which reinforces the concept of "total diet" for consumers and educators. This timely theme helps consumers understand that it is the overall pattern of foods that determines a healthy eating style, not any one food or meal.

Earlier this year, ADA launched a Web site on the World Wide Web, which will further increase consumer exposure to National Nutrition Month(r). CDA plans to introduce its Web site next January, and also plans to debut an interactive consumer section in March for National Nutrition Month(r). Look for information about National Nutrition Month(r) on ADA's Web site at <http://www.eatright.org>.

FROM THE EDITOR

Newsletter to Promote Dialogue Among Members

To better serve ICDA members, the editorial staff of Dietetics Around the World would like to position the newsletter as a vehicle for communication. Articles and questions in each issue will hopefully trigger ideas and initiate a dialogue among ICDA members.

In this issue, ICDA Delegates, with the assistance of their associations, are encouraged to return the ICDA Dialogue Faxsheet forms to share personal information and ideas on developing an integral communications system and promoting ICDA membership. Comments from the faxsheet will be summarized in future issues of Dietetics Around the World. These comments may also lead to additional discussion for ICDA members and the Planning Committee at future Congresses.

Preparations for the April/May 1997 Issue

To continue sharing information about standards of practice and dietetics education, as well as enhance the image for the profession, we need your articles and information!

Information and articles needed for the next newsletter are listed on page 5. Use the following guidelines when preparing articles:

- send information in English,
- keep article length to approximately 500 words,
- include author's name, credentials, address and fax number.

Articles for the April/May issue are due by January 31, 1997. Send or fax information to The American Dietetic Association, Pam Michael, MBA, RD, 216 W. Jackson Blvd., Chicago, IL 60606-6995, USA; fax: 1-312-899-0008, e-mail: pmichae@eatright.org.

Dietetics Around the World helps ICDA achieve its provisional mission statement of "supporting dietetic associations and their members beyond nati