

# Behavioral Health Nutrition (BHN) Dietetic Practice Group (DPG) 2009-2010 Annual Report

Fiscal year 2009-2010 was prosperous for BHN. In addition to carrying out the traditional work of our practice group, it was a year of investment in our mission, vision and new strategic goals.

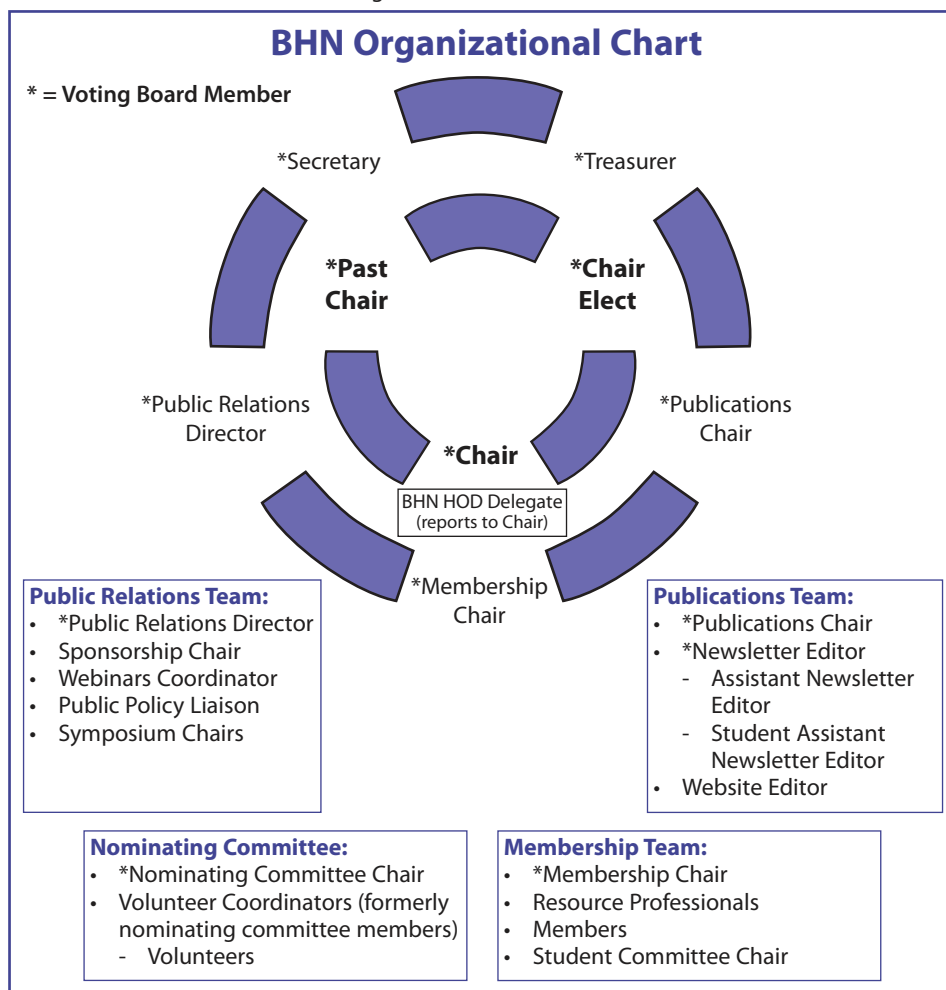
**New BHN Vision:** Impact the nutrition of the behavioral health populations we serve.

**New BHN Mission:** Empower Behavioral Health Nutrition (BHN) members to be the food and nutrition experts in the areas of:

- Intellectual and Developmental Disabilities
- Eating Disorders
- Mental Illness
- Addictions

**New BHN Tag Line:** *BHN: Setting the Standard for Nutrition in Behavioral Health Care*

To begin reaching the Goals of the 2009-2010 BHN Strategic Plan a BHN Organizational Chart was created.



## Strategic Plan

**Goal 1: The public recognizes, trusts, and chooses our members as the experts in behavioral health nutrition.**

### Strategies (Objectives)

1. Establish Registered Dietitians as preferred providers of Behavioral Health Nutrition services mandated/paid for by government entities by 2014.

### Tactical highlights met in 2009-2010:

- The Public Policy Liaison and the Public Relations Director began the search for a

Joint Commission Speaker to provide a webinar for BHN.

- The Public Policy Liaison and the Public Relations Director made contact with The Joint Commission to identify opportunities for BHN members.
- The Public Policy Liaison and the Past Chair collaborated with ADA and additional BHN Members to provide insight in Eating Disorders and the need for the Registered Dietitian in Legislation with the United States.

2. Establish eight strategic alliances after identifying opportunities for Behavioral Health Nutrition Registered Dietitians to collaborate with other Behavioral Health organizations and broaden system of publication by 2014.

### Tactical highlights met in 2009-2010:

- Appointed a Public Relations Director to the Executive BHN Committee and created a job description for the Public Relations Director position.
- Contacted desired organizations to introduce Behavioral Health Nutrition and publications (Applied Nutrition, American Society of Addictions Medicine, International Confederation of Dietetics Associations [ICDA])
- Investigated the opportunities to share the BHN Newsletter and BHN members as speakers at national/local Behavioral Health meetings (brochures handed out at Oklahoma Dietetic Association Spring Convention; Anne Hatcher, RD spoke at an Addictions Conference; and Charlotte Caperton-Kilburn, MS, RD, CSSD, LDN at the American Overseas Dietetic Association; two speaker stipends were given – Marilyn Ricci, MS, RD to speak at the National Alliance on Mental Illness Convention and Joan Medlan, MS, RD to speak at the Idaho Dietetic Association Conference)
- The Publications Chair investigated additional methods to promote publication sales to the public via Amazon.com, Borders, and Barnes & Noble.
- The Chair and Public Relations Director developed a sponsorship prospectus template.
- The Student Liaison and Volunteer Team Member created the official BHN Facebook WebPage.

3. Introduce Behavioral Health Nutrition to one health care professional organization per year (i.e. nurses/practitioners, MDs, Pas, OTs, etc.)

### Tactical highlights met in 2009-2010:

- Chair submitted proposal to ADA for podcast development.

4. Optimize sponsorship opportunities to gain income of \$6000 per year and each year thereafter.

### Tactical highlights met in 2009-2010:

- Created sponsorship job description in order to appoint Sponsorship Chair.
- Developed sponsorship prospectus template to facilitate sponsorship.
- Encourage increased Executive Committee and BHN DPG membership participation in seeking sponsorship via conference calls, Food & Nutrition Conference & Expo

- (FNCE) DPG Membership Showcase, and electronic listserv.
- Increased sponsorship income gained for fiscal year.

5. Introduce/Expose 10 Didactic Programs for dietetic students to Behavioral Health Nutrition per year.

**Tactical highlights met in 2009-2010:**

- Student Assistant Newsletter Editor position was appointed with an approved job description.
- Student Assistant Newsletter Editor submitted an article from the fall 2009 BHN Newsletter edition and it was published in the Student Scoop March edition.
- BHN Resource Professionals participated in the March Student Community of Interest via EML.
- Produced four BHN Webinar series for each of the four practice areas to market to ADA Members, non-members and students.
- Conducted August orientation for the Student Committee for Behavioral Health Nutrition via conference call.

**Goal 2: Members and prospective members view Behavioral Health Nutrition as essential to their professional success.**

**Strategies (Objectives)**

1. Listserv membership will increase to 50% in five years.

**Tactical highlights met in 2009-2010:**

- Listsers was advertised in the BHN Newsletter on "Why? BHN Listserv."
- Provided directions for logging on to the listserv via the BHN Newsletter on "Why? BHN Listserv?" as well as via the Web site.
- Publicized the daily digest format availability in newsletter on "Why? BHN Listserv."
- Listed topics discussed on the listserv in two issues of the BHN Newsletter via "From the Listserv" and "Practice Tips from the Listserv."
- Increased listserv members to 448 (~50% from last year of ~300 members on the listserv)

2. Increase member participation through volunteerism (20% of total members are actively engaged in Behavioral Health Nutrition volunteer opportunities)

**Tactical highlights met in 2009-2010:**

- Identified BHN Members to blog on the ADA Eatright.org website along with approved BHN Blogger Job Description (Therese Shumaker, MS, RD, LD; Gale Maleskey, MS, RD, LDN; Evelyn Tribole, MS, RD; Jacqueline Larson, MS)
- Established the Nominating Committee as the Volunteer Coordinator Team with updated job descriptions.
- Posted and identified opportunities for volunteering through the BHN Newsletter, listserv and e-blasts.

- Anne Hatcher volunteered to be a BHN spokesperson to aid ADA with the Substance Abuse Section in the Nutrition Care Manual (NCM).
  - BHN member, Les Rosenzweig, MS, RD volunteered to aid ADA in the NCM for adult development disabilities section.
  - ED Standards of Practice/Standards of Professional Performance(SOP/SOPPs) committee volunteers: Mary Tholking, Med, RD, LD; Suzanne Girard Eberle, MS, RD; Roberta Pearle Lamb, MPH, RD, LDN; Amanda Comstock Mellowspring, MS, RD, LD; Eileen Stellefson Myers, MPH, RD, LDN, FADA ; Christina Scribner Reiter, MS, RD, CSSD; Reba Faye Sloan, MPH, LRD; Karen Balnicki Wetherall, MS, RD, LDN;
  - BHN members who offered their assistance in reviewing the ED SOP/SOPPs: B. "Lynn" Kasper, MS RD, LD, ; Garalynne Binford, MS, RD; Paula Van Aken, MS, RD; Charlotte Caperton-Kilburn, MS, RD, CSSD, RD; Beverly Price, RD, MA; Pam Kelle, LD, LDN, CDE; Dodi Wicks, RD; Leslie Schilling, MA, RD, CSSD, LDN.
  - IDD SOP/SOPPs committee volunteers: Patricia Novak, MPH, RD; Joan Medlen, MS, RD; Lee Wallace, MS, RD, LDN, FADA; Diane Spear, MS, RD, LD; Sharon Lemons, MS, RD, LD; Catherine Conway, MS, RD, CDN, CDE; Lester Rosenzweig, MS, RD; Wendy Wittenbrook, MA, RD, CSP, LD.
  - IDD Resource Tool volunteers: Suzanne Geerts, MS, RD; Kathy Humphries, MS, RD; Melody Rankin, RD, LD; Andrea Shotton, MS, RD, LD; Diane Spear, MS, RD, LD; Sarah Thompson, MS, RD, CDN; and Lee Wallace, MS, RD, LDN, FADA.
  - FNCE 2009 Volunteers: Ruth Leye Wallace, RD, LD, Anne Hatcher, EdD, RD(ret), CACIII, NCACII
  - BHN EatRight messages review panel volunteers: Cynthia Van Riper, MS, RD, CSP, LMNT; Kim Fox, RD, LD, CDC (two were needed but many others offered their assistance, thank you members for the abundance, it is greatly appreciated.)
  - SCAN Symposium BHN Liaisons: Jessica Setnick, MS, RD, LD, CSSD and Roberta Pearle Lamb, MPH, RD, LDN
  - Research Toolkit Liaison: Susan J Arnold, MS, RD, LD
  - HOD BHN Representative: Leslie Schilling, MA, RD, CSSD, LDN.
  - All appointed BHN committee positions and elected positions for ballot (21 positions filled.)
  - BHN's donation to ADAF Silent Auction at FNCE 2009 was put together by four volunteers
  - Increased volunteerism to ~64 BHN Members (~4.6% of total members)
3. Behavioral Health Nutrition DPG is viewed as creating the future of behavioral health nutrition practice as evidenced by 80% retention rate annually.

**Tactical highlights met in 2009-2010:**

- Produced webinars in each of the four Behavioral Health Nutrition practice areas (*Binge Eating Disorder and Night Eating Syndrome, Nutritional Interventions in Autism, Addictions and Nutrition, and Nutrition and the Brain.*)

4. Increase membership by 10% per year for five years.

**Tactical highlights met in 2009-2010:**

- Marketed BHN at FNCE DPG Showcase.
- Highlighted upcoming BHN events on DPG Officer listserv to reach other DPG/MIG listservs and on the ICDA.
- Marketed BHN to other ADA groups by offering products that are of mutual interest (Addiction and Nutrition Webinar in collaboration with the Weight Management DPG.)
- Increased membership to 1371 (~17% increase from last year at 1172).

5. At least 10% of membership will participate in BHN educational opportunities to increase expertise in Behavioral Health Nutrition

**Tactical highlights met in 2009-2010:**

- Became a CPEU provider for one CPEU per credit hour of each live webinar.
- Produced four live webinars with a recording of each via the website.
- Included advertisement on the listserv and newsletter educational opportunities in the four practice areas.
- Paid BHN Webinar and BHN MP3 Audio attendees increased member participation in educational opportunities
  - a. Binge Eating Disorder and Night Eating Syndrome ~45 attendees
  - b. Nutritional Interventions in Autism: the Role of the FD ~53 attendees
  - c. Addictions and Weight Management - unknown attendee count
  - d. Nutrition and the Brain ~44 attendees
  - e. What Dietitians Need to Know about Psychiatric Disorders ~10 attendees

6. Increase student participation by 10% annually for the next five years.

**Tactical highlights met in 2009-2010:**

- Added the "Student Corner" to the newsletter.
- Advised to provide article written by BHN members to the ADA student Newsletter "Student Scoop" – Student Assistant Newsletter Editor submitted an article from the fall 2009 BHN Newsletter edition and it was published in the Student Scoop March edition.
- Provided information to the student networking reception at FNCE with BHN Student Liaison Committee Chair, Chair, and Membership Chair in attendance.
- BHN Resource Professionals participated in the Student Community of Interest discussion.
- Student Membership increased to 177 (~41.6% from last year).

## Additional Highlights of the Year include:

### Publications

- Thanks to the Newsletter Editor Diane Spear, MS, RD, LD and all of our member contributors, published four newsletters, each featuring original research by RDs. Two were in print via mail and two were sent electronically.
- Continued sales of *Psychiatric Nutrition Therapy: a Resource Guide for Dietetic Professionals Practicing Behavioral Health Care* (CD ROM) - 68 sold 2009-2010
- Continued sales of *The Adult with Intellectual and Developmental Disabilities: A Resource Tool for Nutrition Professionals* (CD ROM) 92 sold 2009-2010
- Continued sales on the book *Nutrition and Addiction* = 104 sold 2009-2010
- Began updating publication *Children with Special Health Care Needs, Pocket Guide for RDs* in collaboration with the PNPG DPG

### Member Services

- Continued member networking via Listserv.
- Continued updating and adding member benefits to the BHNDPG.org Web site.
- BHN Student Committee Chair, Sarah Hoffman, and Sharon Lemons, MS, RD, LD implemented a Facebook Page for BHN Members usage ~110 fans at the end of May 2010.
- Presented member awards to Sharon Wojnaroski, MA, RD; Ann Overmyer, RD, CD; Anne Hatcher, EdD, RD(ret), CACIII, NCACII and Roberta Pearl Lamb, MPH, RD, LDN at the FNCE Reception and Awards Ceremony
- Continue to donate funds to attain membership in ADA Foundation 21st Century Club dedicated to nutrition research and scholarship
- Hosted member social at FNCE 2009.

### Administration

- Changed DPG mission, vision, tag line and strategic goals by earning an ADA grant to cover the costs involved in the creation process.
- Conducted monthly Executive Committee telephone conferences.
- Trained Executive Committee on strategic planning.
- Updated Web site services to include credit card payment option for webinars, MP3 audio and other publications.
- Updated Guiding Principles and several Executive Committee job descriptions.
- Initiated the development of the IDD SOP/SOPP.

### Meetings

- Spotlight Session: *Nutritional and Sensory Processing Factors that Affect Mealtime* at FNCE 2009
- Open Forum Session at FNCE 2009: Procedure Development and Implementation of Behavioral Health Nutrition Practice Standards:
- BHN members donated ADAF Silent Auction items for FNCE 2009.
- Participation in ADA Leadership Institute: Diane Spear, MS, RD, LD and Paula Cushing, RD, LDN (2009)
- Charlotte Caperton-Kilburn, MS, RD, CSSD, LDN represented BHN via ADA Public Policy Workshop
- Collaborate with SCAN DPG for the SCAN

Symposium, *Myths, Mysteries & Realities of Eating and Metabolism – Research to Practice* (March 2010)

### Financial Report for June 1, 2009 – May 31, 2010:

	Actual	Budgeted
Expenses Totaled:	\$42,562.00	\$42,579.00
Revenues Totaled:	\$48,079.00	\$40,750.00
Net Profit/ (Loss):	\$ 5,517.00	

Thank you to all who contributed to forwarding the work of this DPG. Special recognition is extended to BHN Executive Committee for leading and implementing the 2009-2010 Strategic Plan.



## A NEW TREATMENT for PKU is Now Available!



Try **PheBLOC Powder**  
for patients unable to  
swallow tablets

*Treat PKU patients without the  
restraints of liquid formula and  
a strict low protein diet.*

Call now for more information

**1-800-605-0410**



Visit us online at **MedicalFood.com**