

Healthy Aging Dietetic Practice Group (formally GN)  
**Strategic Plan**

June 1, 2005 Updated 5-23-07

**ADA Fiscal Years: 2004 – 2008**

**(To be revisited in 2007, following ADA’s calendar of Strategic Plan update)**

**Mission:** Leading the future of dietetics in healthy aging.

**Vision:** Healthy Aging DPG members are the most valued source of food, nutrition and wellness information and services for older adults.

**GOAL #1: *Build and support a diverse membership.***

OBJECTIVES	ACTION STEPS	LEAD RESPONSIBILITY	PROGRESS DATE	COMPLETION DATE
1. Market Healthy Aging and recruit new members	1. Develop power point and exhibit materials for exhibit (who we are; what are our priority issues; newsletter sample; Web page visuals)  2. Identify Healthy Aging contact person in 20 states/districts to market/recruit @ state & district meetings  3. Invite at least 3 other DPGs to continuing ed opportunities (SCAN, CDHCF, HEN, PHCN)  4. Revamp new member packet  5. Initiate “Be a Member, Get a Member”  6. Update “welcome” e-mail for all new/renewing members which includes PDF form (include in newsletter 1X/yr), seeking info about area of practice, interests	1. Membership and Communications Directors  2. Membership Director  3. Chair  4. Membership Director and Administrative Assistant  5. Membership Director  6. Administrative Assistant		1. 08/30/07  2. By 12/31 each year  3. Fall each year and Ongoing  4. 8/1/07  5. 10/01/07 and ongoing  6. 8/1/07 and ongoing
2. Facilitate communication between and among members	1 Create new Communications Committees to coordinate website, listserve, newsletter and integrate all	1. Communications Director		1. 5/31/08

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	<p>2. Promote use of and participation in list serve. Refer to it via newsletter alerts and Web site.</p> <p>3. Update web site, keep it current and user-friendly</p>	<p>2. Communications Director</p> <p>3. Web Master under direction of Comm. Director</p>		<p>2. 12/31/07</p> <p>3. Ongoing</p>
3. Engage and retain Healthy Aging members	<p>1. Maintain communication with members through email distribution list for periodic broadcast bulletins (calls for member input on priority issues, alerts re: upcoming events, etc.)</p> <p style="padding-left: 20px;">a. Send returning members a “thanks for renewing your Healthy Aging membership” message from the Chair.</p> <p>2. Make listserv interactive</p>	<p>1. Chair</p> <p>a. Admin. Assistant</p> <p>2. Communications Director</p>		<p>1. Ongoing</p> <p>a. Immediately following annual ADA Membership Renewal period</p> <p>2. 5/31/08</p>
4. Develop a leadership pool	<p>1. Review previous ballots to create list of candidates who lost elections or have been officers previously but term expired. Talk with previous nominating chairs to identify members who were interested in leadership but timing was poor when asked</p> <p>2. Brainstorm @ Spring EC meeting to identify potential leaders</p> <p>3. Publish upcoming vacancies for elected officers in Summer newsletter and post on website</p> <p>4. Announce upcoming vacancies @ Healthy Aging business meeting (FNCE)</p> <p>5. Increase the number of active committee members by 100%.</p>	<p>1. Nominating Chair</p> <p>2. Nominating Chair</p> <p>3. Communications Director</p> <p>4. Nominating chair</p> <p>5. All Directors and Nominating Chair</p>		<p>1. August each year</p> <p>2. Spring EC Meeting annually</p> <p>3. June each year</p> <p>4. FNCE annually</p> <p>5. 5/31/08</p>

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<p>5. Focus on diversity in terms of area of practice</p>	<p>1. Perform a needs assessment of our members to determine area of practice and topics of interest.</p> <p>2. Distribute needs assessment data to EC</p>	<p>1. Professional Development Director</p> <p>2. Professional Development Director</p>		<p>1. Major survey in 2009; mini ongoing surveys</p> <p>2. Spring EC meeting</p>
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**GOAL #2: *Promote evidence-based practice related to food and nutrition for the older adult.***

<b>OBJECTIVES</b>	<b>ACTION STEPS</b>	<b>LEAD RESPONSIBILITY</b>	<b>PROGRESS DATE</b>	<b>COMPLETION DATE</b>
1. Establish partnerships	1. Invite other DPG's to co-sponsor workshops (HEN, CDHCF, SCAN, Culinary)  2. Seek opportunities once per year to co-author articles/position papers with others  3. Establish network opportunities with groups such as SNE, NANASP, MOWAA, and other entities/DPGs to establish research priorities and collaborate on projects	1. Chair  2. Professional Development Director and Chair  3. Industry Director		1. Ongoing  2. Ongoing  3. Ongoing
2. Provide financial support for research	1. Provide two grants for dietetic students to support their research in food, nutrition, health and wellness related to older adults.  2. Explore the potential for weight management in older adults	1. Membership and Professional Development Directors  2. Professional Development Director		1. March 1 of each year  2. 5/31/08

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**GOAL #3: *Influence food, nutrition and wellness policies and initiatives related to older adults..***

OBJECTIVES	ACTION STEPS	LEAD RESPONSIBILITY	PROGRESS DATE	COMPLETION DATE
1. Advocate for Healthy Aging member input on all related ADA/CDR initiatives	1. Maintain contact with Practice Team Liaison to keep abreast of key issues needing response, including mega-issues, position papers and other “hot” topics.  2. Participate regularly in HOD meeting  3. Respond in a timely manner to ADA/CDR requests for member input	1. Chair  2. Chair  3. Chair		1. Ongoing  2. Spring meeting and others as decided by Chair  3. Ongoing
2. Involve Healthy Aging DPG and Healthy Aging members in public policy activities & priorities	1. Communicate with and maintain active relationship with ADA’s Vice President for Policy Initiatives & Advocacy re: PPW agenda building  2. Partner with ADA to prepare and make available model letters or testimony for member use.  3. Participate in Public Policy Workshop (PPW) each year by sending Legislative Chair and one member of EC, as appointed by Chair  4. Request annually that a representative from LPPC attend the Executive Committee meeting held during FNCE.	1. Public Policy Representative  2. Public Policy Representative  3. Public Policy Representative & Chair  4. Chair		1. Ongoing  2. Ongoing, as needed  3. Spring, annually  4. Annually at FNCE  5. Weekly

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	<p>5. Send weekly excerpts from <i>On the Pulse</i> to Healthy Aging list serve (any topics of broad interest to Healthy Aging)</p> <p>6. Include legislative article in each quarterly newsletter</p>	<p>5. Public Policy Representative</p> <p>6. Public Policy Representative</p>		<p>6. Quarterly. by newsletter deadline</p>
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**GOAL #4: *Inform members about trends and policies related to food, nutrition, wellness and physical activity for older adults..***

STRATEGIES	ACTION STEPS	LEAD RESPONSIBILITY	PROGRESS DATE	COMPLETION DATE
1. Identify emerging issues for Healthy Aging to address	1. Review ADA's Key Trends Analysis prior to development of strategic plan  2. Use the emerging issues and member needs to create the calendar of newsletter feature article topics-brainstorm list at Spring EC Meeting  3. Work with network partners to identify key trends	1. Past-Chair and Professional Issues Delegate  2. Chair & Communications Director  3. Industry Relations Director		1. Before Spring EC Meeting  2. Spring EC Meeting  3. Ongoing
2. Increase knowledge and develop skills in emerging areas	1. Continue to develop/update continuing ed and public policy materials for ADA membership  2. Continue to develop planned sessions, programs, workshops and sponsored sessions	1. Professional Development Director and Public Policy Representative  2. Professional Development Director		1. Ongoing  2. Ongoing
3. Promote Professional Recognition	1. Support certification process, work with CDR and other DPGs  2. Communicate the certification process and pertinent information to membership  3. Showcase best practices for (via newsletter submission, recognition @ annual meeting)	1. Chair  2. Professional Development Director  3. Awards chair		1. Ongoing  2. Quarterly by newsletter deadline and as needed via listserve  3. Ongoing

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<p>4. Identify and disseminate best practice and/or evidence based information to membership</p>	<p>1. Have Healthy Aging members present best practices/evidence based information @ FNCE and other professional meetings (SNE, NANASP, MOWAA) as sponsored session</p> <p>2. Compile best practice/evidence based information for distribution to Healthy Aging members. Feature best practices in Newsletter &amp; on the Web site</p> <p>3. Encourage and recognize member submissions to poster sessions at FNCE</p>	<p>1. Professional Development Director</p> <p>2. Professional Development and Membership Directors</p> <p>3. Professional Development Director</p>		<p>1. Ongoing recruitment and identification of best practices</p> <p>2. Quarterly. By newsletter deadline</p> <p>3. Ongoing</p>
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**Emerging Issues/Priority Topics:**

- a. Caregiver nutrition issues
- b. DRIs & meal planning for older adults across the spectrum of care (frail, homebound, nursing home eligible recommendations vs nursing home residents: quantity vs quality of diets)

**Parking lot strategies:**

- Develop resource list to identify “experts” in food, nutrition, health and wellness for OA and put on listserv and website
- Review materials for specialty certification

**ADA’s 7 Leadership Areas in Aging**

- Marketing & communications
  - PR re: RD services to MD’s under Medicare MNT
  - Training: train RD’s in nutrition screening, counseling and care of older adults (OA)
- Education
  - Increase undergrad exposure via curricula
- Recognition
  - Emphasize aging @ FNCE, DPG, State, District & Local meetings
- Research
  - Encourage funding via Federal agencies (NIH, CDC, NCHS, CMS, USDA, VA, etc)
- Outcomes research
  - Demonstrate effectiveness of nutrition services programs in facilities and community-based settings
- Joint Efforts
  - Form partnerships
- Advocacy