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A Dietetic Practice Group of  
**American Dietetic Association**

# DCE Annual Report

Diabetes Care and Education Dietetic Practice Group 2006 to 2007

## DCE Vision >

DCE members are the most valued authorities on nutrition in diabetes care, education and prevention.

## DCE Mission >

Leading the future of nutrition in diabetes care, education and prevention.



## Energizing and Expanding for a Bright Future

Success! This one-word affirmation aptly describes the Diabetes Care and Education (DCE) Dietetic Practice Group, its impressive history and its growth. In 2006-2007, DCE's membership exceeded the 6,000 mark, and DCE generated record-level support. This support made the accomplishment of important projects possible, such as collaboration on a special diabetes supplement of the *Journal of the American Dietetic Association*. This groundbreaking project — a first-time joint venture between a dietetic practice group and the *Journal* to produce a supplement — will be published in 2008. DCE's many such successes are a reflection of rich and talented member resources and robust relationships in the diabetes and health care communities.

With a clear mission, vision and brand position, DCE has effectively communicated its unique value to its key constituencies: Its members, industry partners, allied professional organizations, health care providers, and individuals with diabetes and their families. Clarity of purpose has poised DCE for a bright future of continued growth and success. DCE truly is *“leading the future of nutrition in diabetes care, education and prevention.”*

Charlotte Hayes  
MMSc, MS, RD, CDE  
2007-2008 DCE Chair

## Members Are DCE's Greatest Resource

Information gathered in DCE's 2005 online membership survey again proved invaluable for the 2006-2007 membership year as DCE leaders finalized a strategic plan through 2008. The plan reflects DCE's core understanding of its members and their aspirations for involvement within DCE. DCE recognizes that its 6,040 members are its premier constituency and a vital resource. Talented member volunteers worked on many important projects this year, including development, revision and translation of several reproducible educational slicks (one in Spanish). In addition, development began on a cultural food practices reference book and CD-ROM of educational handouts to accompany the *American Dietetic Association Guide to Diabetes Medical Nutrition Therapy and Education*.

DCE will continue to engage members in stimulating projects that benefit the entire diabetes community. Dialog has already begun for one expressed interest area: Participation in diabetes and pre-diabetes medical nutrition therapy (MNT) outcomes research to ultimately provide Nutrition Practice Guidelines for pre-diabetes.

Through informed and responsive leaders who act, DCE is committed to enhancing the value of membership and increasing member engagement, satisfaction and retention. DCE also realizes the value of its long-standing and productive relationships with health care professional organizations and industry partners with mutual interest in diabetes care and prevention. DCE will become increasingly well-recognized and involved in the global diabetes community as it strengthens existing relationships and develops new relationships with professional groups that share interest in and responsibility for providing diabetes care. Among these groups, the message will be clear: *DCE supports the integration of positive nutrition practices in the care of all individuals with diabetes and those at risk.*

Though DCE's brand position has added clarity and vitality to DCE's message, the work of the branding task force is not complete. DCE recognizes that its visual image must be equally powerful. The task force is now evaluating DCE's visuals and aligning them with the brand statement. As 2007 comes to a close and 2008 — a milestone 30th anniversary year for DCE — is heralded in, a new image will emerge. The vibrancy of the new image will reflect the true vitality that *is* DCE!

— C.H.

## Brand Position

DCE is an established network of compassionate nutrition experts, empowering individuals with diabetes to integrate positive nutrition practices for optimum health and a lifetime of success and satisfaction.

## Networking and Member Benefits

In the past year, the networking committee designed and purchased a new display to help get the word out about *what DCE is* and *what DCE can offer* members. The new display is showcased at regional meetings, state dietetic association meetings, DCE workshops, and allied health care professional meetings.

A new position of network volunteer coordinator was also created in the 2006-2007 membership year, and it will be further developed in the upcoming year. This position will facilitate the process of “connecting” member volunteers with specific projects of interest to them. DCE welcomes your feedback and is committed to exploring member expectations and how those expectations can be best met.

The branding task force continues its work in coordination with the networking committee to identify how to engage members early and often. DCE also hosts networking opportunities for members at receptions during the Food and Nutrition Conference and Expo (FNCE) and American Association of Diabetes Educators (AADE) Annual Meeting.

The \$10,000 DCE/American Dietetic Association Foundation Outcomes Research Award to support research in MNT for diabetes continues to be offered as an ongoing annual

grant opportunity for members. Many other opportunities for member recognition and support are available through DCE awards. These include educational stipends to attend professional meetings and speaker stipends to present at professional meetings. More information about the awards can be found at [www.dce.org](http://www.dce.org). DCE awards are available through generous support from our industry partners.

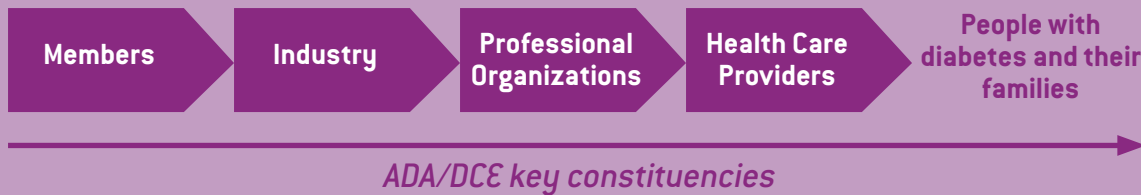
## 2006-2007 Key DCE Projects

### Publications and Communications

#### Newsletters

*Newsflash* and *On The Cutting Edge* continue to be the number-one member benefit. *On The Cutting Edge* topics included “Examining the Issues of Diabetes in Youth,” “Diabetes Education in Nontraditional Settings,” and “Diabetes and Pregnancy.”

### DCE value chain



# DCE's 2006-2007 Executive Committee



#### DCE's 2006-2007 Executive Committee

Back row from left to right: Charlotte Hayes, chair-elect; Carrie Swift, chair; Karen Goldstein, network coordinator; Joan Hill, treasurer; Carol Hamersky, public policy coordinator; Patti Urbanski, communications coordinator. Front row from left to right: Tami Ross, past-chair/industry relations chair; Tammy Brown, secretary; Sandra Gillespie, professional development coordinator

## Patient Education Slicks

“Have Your Cake and Eat It, Too: Tips to Lighten up Your Family’s Favorite Treats,” an educational slick, was revised and translated into Spanish this past year and posted in PDF form on the DCE Web site. A new slick, “Sweet Taste Without the Calories,” is also available in PDF format on the DCE Web site.

## Branding

The branding task force worked with the DCE executive committee, ensuring the work identified to move the brand forward was integrated into the DCE Strategic Plan and Program of Work. The focus going forward will be exploring an updated look, revised logo and action steps for the task force.

## Electronic Communications

The DCE Web site, [www.dce.org](http://www.dce.org), features a variety of professional resources, including the opportunity to record *On the Cutting Edge* continuing professional education hours online, a mentoring program, diabetes and nutrition news-wire reports, and educational slicks that can be printed and copied for patients. Additionally, DCE publications, awards, annual reports, and newsletters (*On the Cutting Edge* and *Newsflash*) are available. The Recipe of the Month feature now includes more recipes in its collection, including those provided by the winners of the 2007 Recipe Contest. Visits to the Web site average more than 10,000 per month. The Patient Education Slicks and the Diabetes Resources pages continue to be very popular.

Approximately 1,000 subscribers share ideas, tools and clinical information relevant to diabetes and nutrition on the DCE electronic mailing list (EML). The EML also informs members about ADA activities and new online options.

## Professional Development Projects

### ADA Standards of Practice and Standards of Professional Performance Workshop Task Force

DCE piloted the workshop entitled “Discover How to Steer Your Diabetes Career” as a pre-conference program at FNCE 2006 in Honolulu, Hawaii. Nearly 100 enthusiastic participants gave it rave reviews. The workshop promotes awareness and demonstrates how to use the 2005 publication *ADA Standards of Practice (SOP) and Standards of Professional Performance (SOPP) for Registered Dietitians in Diabetes Care*. The participants learn by listening to their colleagues, watching videos, and participating in discussions to

apply these standards in their own careers. Three levels of practice — generalist, specialty and advanced — are explored and defined with registered dietitians who assisted in developing these standards.

In 2007, DCE offered workshops at five state dietetic association annual meetings, and in 2008, additional workshops will be offered. The 2007 DCE Leadership Retreat also included the workshop as a train-the-trainer program to enable other DCE leaders to present future workshops. Planning is in process to convert the workshop to an interactive, Web-based program.

Additional DCE professional training was provided at the 2007 Leadership Retreat through a media skills workshop, with the goal of enhancing leaders’ abilities to work with media professionals in interview settings.

## DCE Mentoring Program

- The mentoring program continues to be successful, with a number of interested DCE members matched with mentees during the 2006-2007 program year.
- The DCE mentoring program was promoted in DCE newsletters and on the Web site.

## Technology and Diabetes Task Force

Over the past two years, the *Newsflash* column entitled “Pump Corner” has broadened its focus from insulin pumps to include a variety of themes, such as continuous glucose monitoring devices, how to fine-tune insulin pump doses, and advanced carbohydrate-counting strategies. As diabetes technology continues to emerge and evolve, registered dietitians need updates on this exciting area of diabetes self-management education. Therefore, the DCE executive committee decided to re-focus the pump task force — now called “technology and diabetes task force” — to represent all forms of advanced diabetes technology. The goal of this task force is to provide registered dietitians with tools and support to successfully work with patients using all forms of diabetes technology.

## Public Policy and Reimbursement

DCE was represented on the American Diabetes Association Advocacy Committee and the Healthcare Professional Legal Advocacy Network. DCE continues to partner with organizations that share our objective to help those living with diabetes lead lives with optimum health, success and

*continued on page 6*

## Our Corporate Sponsors

DCE thanks the corporate sponsors that have supported our group's mission, vision and strategic plan. We sincerely thank the following industry sponsors for their generous support of DCE initiatives completed between June 1, 2006, and May 31, 2007:

### **Ardea Beverage Company**

- Support of 2007 DCE Leadership Retreat

### **BD Medical – Diabetes Care**

- Focus group at 2006 AADE Annual Meeting and Exhibition
- Focus group at 2007 DCE Leadership Retreat
- Spring 2007 issue of *Newsflash*

### **Diabetic Cooking magazine**

- 2006 DCE Diabetes Educator of the Year Award
- DCE Awards Celebration at 2006 ADA FNCE

### **Eli Lilly and Company**

- Support of 2007 DCE Leadership Retreat
- Continued support of DCE brand position development

### **Enova**

- Support of 2007 DCE Leadership Retreat

### **General Mills, Inc.**

- DCE Leaders' Meeting breakfast at 2006 ADA FNCE

### **Health Management Resources**

- Four 2006-2007 DCE Educational Stipend Awards

### **International Food Information Council**

- 2007 Media Training Workshop for DCE Leaders
- Education slick "Sweet Taste without the Calories"

### **LifeScan, Inc.**

- 2006 DCE Distinguished Service Award
- Summer 2006 issue of *On the Cutting Edge*, "Examining the Issues of Diabetes in Youth"
- Co-sponsorship of 2006 DCE pre-FNCE workshop "Discover How To Steer Your Diabetes Career"
- Co-sponsorship of 2007 DCE nationwide workshops "Discover How To Steer Your Diabetes Career"

### **McNeil Nutritionals**

- Co-sponsorship of 2006 DCE pre-FNCE workshop "Discover How To Steer Your Diabetes Career"
- Co-sponsorship of 2007 DCE nationwide workshops "Discover How To Steer Your Diabetes Career"
- DCE Networking Reception at 2006 AADE Annual Meeting and Exhibition
- DCE Networking Reception at 2006 ADA FNCE

### **Novo Nordisk, Inc.**

- 2007 DCE Legislative Activity Award
- Fall 2006 issue of *Newsflash*
- Winter 2006-2007 issue of *On The Cutting Edge*, "Diabetes Education in Nontraditional Settings"

### **Pfizer**

- DCE business suite at 2006 ADA FNCE

### **Roche Diagnostics**

- Winter 2006-2007 issue of *Newsflash*
- Spring 2007 issue of *On The Cutting Edge*, "Diabetes and Pregnancy"

### **Ross Products**

#### **Division, Abbott Laboratories**

- DCE Executive Committee Strategic Planning Meeting at 2006 ADA FNCE

### **Sweet 'n Low**

- Revision and Spanish translation of the education slick "Have Your Cake and Eat It, Too"

### **Takeda Pharmaceuticals North America, Inc.**

- Education slick "Calories Count"

satisfaction. Since 2005, DCE has maintained its active role in supporting the Medical Nutrition Therapy Act to expand Medicare MNT using the National Coverage Determination process. Passage of the Medical Nutrition Therapy Act will allow the Centers for Medicare and Medicaid Services to expand MNT coverage for any disease or condition determined to be cost effective. Pre-diabetes — estimated by the Department of Health and Human Services to affect 54 million people — is an example of why a broader MNT benefit should be pursued.

The DCE reimbursement committee provided ongoing MNT reimbursement updates to all members, including information about diabetes self-management education and reimbursement by private insurance, Medicare and Medicaid. The National Provider Identifier system is now a reality, and many DCE members successfully obtained the new identifier to use in their daily practice. Recognition of Medicare's MNT benefit was apparent in January 2007, with a significant increase in reimbursement rates. DCE members are encouraged to take an active role in public policy through grassroots activities.

## Alliances

### Alliance Relationships

DCE continued to network with other professional organizations to improve outcomes for people with diabetes. DCE members held key positions on boards, committees and/or task forces of the American Dietetic Association (ADA), American Diabetes Association, American Association of Diabetes Educators (AADE), and many other organizations. DCE/ADA was invited to present at the 10th anniversary of the National Diabetes Education Program (NDEP) Partnership Network Meeting and was represented on NDEP steering and operations committees and the health care professionals work group.

DCE also sent an invited representative to a collaborative diabetes symposium held by the *American Journal of Nursing* and participated in the International Food and Information Council stakeholder conference on obesity. DCE/ADA hosted the Diabetes Education Leadership Forum held during the annual AADE meeting. Additionally, an invited representative of DCE/ADA joined delegates from multiple health care organizations, third-party payers, and industry representatives at the AADE-hosted Diabetes Summit, which took place in the spring of 2007. The purpose of the summit was to develop a shared model of diabetes care that integrates diabetes education into existing and emerging chronic disease care.

## International Activities

DCE sponsored a member to present at the West Indies University Diabetes Outreach Program 13th Annual International Diabetes Conference in Jamaica with the theme of “The Diabetic Kidney.”

## 2006 DCE Award Winners

### Distinguished Service Award

Sandra A. Parker, RD, CDE  
(*LifeScan*)

### Creative Nutrition Education Award

Luisa Marie Ylagan, RD,  
LD, RN, CDE  
(*DCE*)

### Publications Award

Karen Chapman-Novakofski,  
PhD, RD, LDN  
(*DCE*)

### Diabetes Educator of the Year Award

Nancy Mohler, MS, RD, CDE  
(*Diabetic Cooking magazine*)

### Honorary Member

Thomas Brodie  
(*DCE*)

### Legislative Activity Award

Judith MacNeill, MS, RD, CDE  
(*DCE*)

### Educational Stipends

Carolyn Harrington, RD, CDE  
Joanne Lyford, RD, LD, CDE  
Joan Pleuss, MS, RD, CDE  
Teresa Smith, MS, RD, CDE  
(*Health Management Resources*)

### Speaker Stipends

Anne Blocker, RD, LD, CDE  
Jackie Boucher, MS, RD,  
BC-ADM, CDE  
Stephanie Gerken, MS,  
RD, CDE  
Tami Ross, RD, LD, CDE  
(*DCE*)

## American Dietetic Association Award Winners

### Medallion Award

Christina A. Beisemeier,  
MS, RD, LDN, FADA  
Anne E. Daly, MS, RD,  
BC-ADM, CDE  
Marion J. Franz, MS, RD,  
LD, CDE

### ADAF Award for Excellence in the Practice of Dietetics Research

Judith Wylie-Rosett, EdD, RD

### ADAF Award for Excellence in Consultation and Business Practice

Barbara Wakeen, MA, RD, LD

## 2006-2007 FINANCIAL REPORT

June 1, 2006, through May 31, 2007

REVENUE	Actual	Budgeted
Membership dues	187,637	171,000
Publications sales/subscriptions	659	0
Royalties	3,998	2,000
Grants/contracts	310,436	231,550
Interest income	51,529	8,016
<b>TOTAL REVENUE</b>	<b>554,259</b>	<b>412,566</b>
EXPENSES	Actual	Budgeted
Lodging/food/transportation	105,511	118,520
Professional consulting	46,385	61,227
Postage	20,953	30,153
Mailing service	2,754	6,300
Office supplies	2,022	6,280
Stationary/forms	0	650
Telephone	1,565	4,610
Teleconference expense	1,777	3,121
Advertising/promotion	1,549	4,750
Temporary help	0	0
Other expense	1,384	0
Books/subscriptions	80	0
Membership dues/seminar fees	19,966	16,525
Outside services	5,595	10,885
Donations to ADAF/other donations	5,100	4,300
Honorariums/awards	43,746	31,000
Donations	0	300
Audio visual	2,266	4,600
Expo/meeting services	0	50,000
Depreciation	0	914
Food service	12,481	23,275
Printing/copying	29,814	74,145
Word processing	5,414	0
<b>TOTAL EXPENSES</b>	<b>308,362</b>	<b>451,558</b>
<b>NET PROFIT/(LOSS)</b>	<b>245,897</b>	<b>(38,992)</b>

## 2007-2008 Executive Committee

### Chair

Charlotte Hayes, MMSc, MS, RD, CDE  
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### Chair-elect

Patti Urbanski, MEd, RD, CDE  
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### Past Chair/Industry Relations

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### Professional Development Coordinator

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### Public Policy Coordinator

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A Dietetic Practice Group of  
**American Dietetic Association**

## Diabetes Care and Education

*A dietetic practice  
group of the American  
Dietetic Association*

## Looking Ahead: DCE's Strategic Plan

DCE is an established network of compassionate nutrition experts, empowering individuals with diabetes or at risk for diabetes to integrate positive nutrition practices for optimum health and a lifetime of success and satisfaction.

### Strategic Priority Areas:

- Marketing and Public Relations/Brand Positioning
- Membership Engagement
- Alliance/International Relationships
- Research

### 2007-2008 Strategic Goals and Action Plan:

- The DCE brand will be recognized among our key constituents.
- We will engage a greater number of members in DCE in order to enhance member satisfaction, involvement and retention.
- We will strengthen DCE's presence and involvement in the diabetes community locally, nationally and internationally.
- We will promote research that examines diabetes and pre-diabetes MNT outcomes provided by registered dietitians.

Visit our Web site at [www.dce.org](http://www.dce.org)