

Frequently Asked Questions: Second Century and The Nutrition Impact Summit (Advanced Version)

Second Century

Q: What is Second Century?

The Academy is celebrating its 100-year anniversary in 2017 and is embarking upon a new Second Century initiative with the Foundation.

The three-year Second Century initiative includes input from all members and their unique perspectives across practice areas, career levels, age, gender, ethnicity and geography.

One of the goals of this initiative is to chart a new vision, grounded in an extraordinary commitment to collaboration, a focus on service and an emphasis on solving the greatest food and nutrition challenges of the 21st century and creating a world where people and communities flourish because of the transformational power of food and nutrition.

The Academy and its Foundation are collaborating with other leaders across the food, wellness and health care system to identify opportunities to accelerate progress toward good health and well-being for all people in order to change the trajectory of health in the world.

The Second Century is a multi-year initiative:

- 2016 = vision year
- 2017 = mission year
- 2018 = impact year

Q: How can I learn more about Second Century and get involved?

- Watch for updates in member communications channels including social media, *Eat Right Weekly* and all-member emails
- Explore the website: <http://www.eatrightfoundation.org/secondcentury/>
- Take the second all-member survey that will be released later this fall
- Contact your Affiliates, DPGs and MIGs about Second Century Liaison positions
- Join us at the Second Century Town Hall at FNCE, being held in room 153 ABC in the Boston Convention and Expo Center — the same session at two different times:
 - Sunday, Oct. 16, from 11:45 a.m. – 12:25 p.m.
 - Sunday, Oct. 16, from 12:35 – 1:15 p.m.
- Read about the Academy's history:
 - *Carry the Flame: The History of the American Dietetic Association*
 - *The First Fifty: A Pictorial History of the Academy of Nutrition and Dietetics, 1917-1967*
 - "History Snapshot: Dietetics Student Experience in the 1940s"
 - Timeline on eatrightPRO of milestones in the Academy's history (in development)

- Additional opportunities for member engagement are being planned for 2017

Q: How is Second Century being funded?

All Second Century funding comes from donations. No money from member dues are being used to fund our Second Century initiatives.

To donate, click the link at the bottom of www.eatrightfoundation.org/secondcentury/

- Contact: Paul Slomski pslomski@eatright.org

Q: What is the Academy doing to help members with our careers now?

The Academy provides many professional opportunities and information resources to support members' careers. Resources include:

- Professional development opportunities including advanced certifications to support members in their unique career goals
- *Daily News*
- *Eat Right Weekly*
- Knowledge Center
- *Journal of the Academy of Nutrition and Dietetics*
- *Food & Nutrition Magazine*
- *Nutrition Care Manual*
- Evidence Analysis Library
- Code of Ethics for the Profession of Dietetics
- Advocacy updates

Q: What else is planned?

At FNCE:

- Second Century Town Hall in room 153 ABC in the Boston Convention and Expo Center — the same session at two different times:
 - Sunday, Oct. 16, from 11:45 a.m. – 12:25 p.m.
 - Sunday, Oct. 16, from 12:35 – 1:15 p.m.
- Foundation Booth with more information on future initiatives and volunteering and donating opportunities
- Foundation Gala

Centennial:

- May 2017: Centennial party in Cleveland, Ohio
- Affiliates, DPGs, MIGs and all members will be involved in the celebration

More to come in 2017!

The Nutrition Impact Summit

Q: What was the Nutrition Impact Summit?

The Nutrition Impact Summit was an invitation-only meeting that took place from Sept. 21-23, 2016, in Dallas, Texas, as part of Second Century planning.

The Summit supported the three-year Second Century planning process by building collaboration across food, wellness and health care systems.

Q: What happened at the Nutrition Impact Summit?

At the Summit, 170 thought-leaders, innovators and practitioners explored and discovered opportunities to **accelerate progress toward good health and well-being for all people through collaboration across food, wellness and health care systems**. A focus was on increasing collaboration among key stakeholders and identifying opportunities to improve the global health trajectory.

Guided by the Appreciative Inquiry process and member feedback from an all-member survey, participants shaped the first draft of the new Second Century vision and started to identify innovative solutions to today's unique public health challenges and opportunities for partners to collaborate and stimulate improvements in national and global health through food and nutrition.

Small-group brainstorming based on the opportunity areas presented in the Nutrition Impact Summit briefing paper led to hundreds of ideas that were turned into prototype ideas and draft innovation projects. Action plans were developed to advance the projects, and post-Summit team calls were scheduled to keep the projects moving.

As part of the Summit process, the group explored strategic partnerships among organizations at the Summit along with additional key stakeholders that were not able to attend that will be instrumental in continuing to build out these innovation projects and put the new vision into action.

Q: What happens next?

The Academy is working to develop screening criteria and the process for prioritizing innovation projects, and member input is being sought on the Second Century vision. From these efforts, recommendations will be presented to the Academy and Foundation Boards of Directors in February.

Q: What is the Nutrition Impact Summit briefing paper and where can I get it?

The briefing paper is a document that was produced by the Academy of Nutrition and Dietetics and its Foundation to set the stage for the Summit. The paper summarizes specific global nutrition challenges facing the food, wellness and health care systems and offers opportunities within six focus areas that present great potential for collaborative action and innovation.

A brief description of each opportunity area is presented to provoke inspiration and ideas, and just as the innovators highlighted do not represent an all-inclusive list, the recommended opportunities for action are not presented as a finite set of potential solutions. Rather, the ideas highlighted served as starting points for conversation and collaboration and were further developed at the Summit.

This resource is currently undergoing revisions to include Summit proceedings and outcomes and will be published in the *Journal of the Academy of Nutrition and Dietetics*. Staff members are working as quickly as possible to finalize the paper and make it available to all members as an article in press.

Q: Why wasn't I invited to the Summit?

Participation in the Summit was extremely limited. Its 170 participants were identified by the Academy and were approximately half members and half external stakeholders.

External participants were selected to represent expertise across the food, wellness and health care systems. Additionally, members were selected with the goal of achieving representation across practice areas, career levels, age, gender, ethnicity and geography, as well as expertise in each of the opportunity areas that the Summit explored.

We are committed to engaging and hearing from all members in developing the strategic plan. It is important to note that the Summit is only one point of input in a robust process.

Q: Why was _____ (industry organization) invited to the Summit?

To achieve its goals, the Academy must collaborate with influential stakeholders in the food and nutrition system, which include industry as well as nonprofits, government, education and health care organizations, among others.

In addition, organizations present at the Summit have expressed a public commitment that aligns with the Academy's vision, mission and strategic goals. We feel the Academy can be a positive influence and help other organizations achieve their goals as well.

Q: Why does the Academy work with industry/accept sponsorship?

Corporate sponsorship enables the Academy and its Foundation — as it does for nonprofit organizations and associations nationwide — to build awareness of the Academy and our members among these corporations.

Sponsorship also enables us to share science-based information and new research with members; to support Foundation programs such as Kids Eat Right and provide scholarships; and to allow the Academy to reach a wider consumer audience with our messages than would otherwise be possible.

Sponsorships are a common occurrence among nonprofit organizations. According to a 2012 study by the consulting and research firm IEG, approximately two-thirds of nonprofits either have corporate sponsorships or are seeking them.

The Academy and its Foundation are committed to creating transparent programs and partnerships with companies and corporations that share in our vision of optimizing health through food and nutrition.

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