

# Affiliate Spotlight



## Idaho Academy of Nutrition and Dietetics Idaho Maximizes CDR Grant

The Idaho Academy of Nutrition and Dietetics received a CDR marketing grant in March 2015, and has used the funding to help promote the profession and the affiliate organization. A committee of the affiliate, whose goal was improving awareness of RDN services to stakeholders and providers, wrote the grant application and took ownership of fulfilling deliverables using the funding. (The committee included the affiliate president, past president, public policy coordinator, a member from RDNs in Primary Care/Health Transformations, a member from private practice and long care, and the affiliate executive director.) The committee wanted to identify ways to demonstrate the value of CDR credentialed RDNs as members of the Idaho's healthcare delivery systems and provide resources to practitioners, stakeholders, members, and legislators.



*Attendees at the Diabetes Management: Improving Care, Improving Lives Workshop in Boise on September 25, 2015. Over 220 providers attended the event.*

Activities and projects included:

- Exhibiting at the Idaho Academy of Family Physicians Annual Conference.
- Marketing brochure that was placed on the Idaho Academy website and distributed to key stakeholders, including Statewide Healthcare Innovation Plan

(SHIP) Collaboratives, family physicians, and insurance providers.

- Marketing video of RDN Services in Primary Care - placed on the Idaho Academy's website.
- Marketing video to accompany the 11th edition of the Idaho Diet Manual, placed on the Idaho Academy's website and in the Mechanical Soft and Puree Texture Diets
- Speaker at Idaho Academy sponsored statewide workshop: Diabetes Management, Improving Care, Improving Lives
- Development of new webpage on the affiliate website: Dietitians: The Smart Choice in Primary Care
- Distribution of information on nutrition services payment through the Idaho Academy's website and in member communications.
- Marketing banner for meetings which was used at the Idaho Academy of Family Physicians Annual Conference and Diabetes Workshop.
- Sponsor member to attend the FNCE 2015 State Reimbursement Representative Workshop



*Keynote speaker, Kathy Warwick, RDN, CDE, presents during the Diabetes Management: Improving Care, Improving Lives Workshop.*

The Idaho Academy also received a Health Transformation Grant from the State of Idaho and the Idaho Medical Home Collaborative to encourage implementation of workable, realistic solutions to healthcare issues focusing on improved population health, improved individual health outcomes, and cost efficiencies.

Visit the [Idaho website](#) to view many of the resources mentioned above. For additional information, contact the Idaho Academy of Nutrition and Dietetics' Executive Director, [Elaine M. Long, PhD, RDN, LD](#)

For more information from CDR about the marketing grant, [contact CDR](#).