



Affiliate Spotlights

New Jersey Academy of Nutrition and Dietetics Celebrating our 85th Year -Promoting Our Members and History Kathleen Carozza, MA, RDN – NJAND President 2016-2017

As the national association celebrates 100 years, the New Jersey Academy of Nutrition and Dietetics is turning 85. During these years, the affiliate’s primary focus was internal, serving members through continuing education opportunities, providing awards and scholarships as well hosting an annual meeting. More recent decades also found us seeking licensure, something our members continue to support.

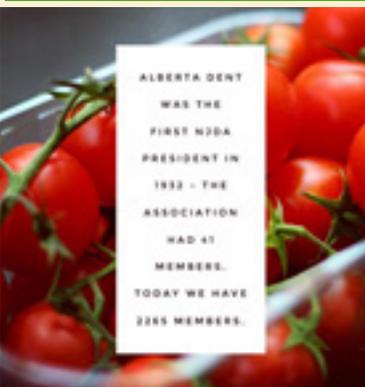
In 2015, our Executive Board met to develop strategic plans, objectives, tactics and outcomes that are divided into three pillars, those servicing members, those promoting members within and outside the organization and those impacting public policy beyond seeking licensure.

For our 85th anniversary, the board decided to embark on a public relations campaign targeting our second pillar, promoting members. Our affiliate has significant reserve funds over 100% of our annual budget, which we decided to use for our lobbying activities. This freed up other operating funds some of which were allocated to the PR campaign.

Our PR campaign was designed to impact the affiliate’s goal “RDNs, NDTRs and the public view NJAND as New Jersey’s trusted, vital source of food and nutrition expertise” and the related tactic to “Strengthen and expand awareness of NJAND’s nutrition expertise through external activities including, regular engagement on social platforms, strategic media engagement and community outreach initiatives”.



The affiliate’s Historian had decided to review our archives and create 85 facts for distribution on our social media outlets for 85 days before our 85th meeting. That idea inspired the leadership team to also highlight 85 members, one a day for 85 days prior to the meeting!



Logistically, our Executive Director developed a form linked to our website to collect the member data, and e-blasted out the call for members weekly starting in January. Members submitted answers to three questions, provided a picture and were asked to sign a waiver to allow us to share their story and picture. Realizing the time commitment to implement this campaign would be extensive, we hired a communication’s specialist to generate a presentation and jpeg of one slide for each member. Our social media team members took the historic facts and created graphics with the facts and shared them on Instagram and Facebook and our website.

The campaign had two hurdles 1) getting enough members to submit their information and 2) getting a diversity of members from different practice areas and different geographic locations to participate! Initially we used the language “nominate” and that seemed to create

a sense that someone else should nominate the member, when we were looking for self-nominations. We changed the language to “apply today” and added an opportunity to win a gift card which did increase participation. We need to assess the success of the campaign, but to date, it does seem the highlighted members are sharing within their own social media networks and ShopRite, a major grocery chain in the state has shared its highlighted members on their social media! For more information contact me at president@eatrightnj.org.

