

# 2017-2018 DIVERSITY LIAISON TOOLKIT



2015-2017 Diversity Leaders Cohort. From left to right: Camille Range, Dr. Stella Uzogara, Academy CEO Pat Babjak, Jonathan Valdez, Alison Brown.

## Welcome!

The importance of increasing diversity in the dietetics profession has been a topic of interest for the Academy since the early 1980's, when the first diversity/affirmative action plan was created. Since the 1980's, a range of programs have been created to affect change.

The Academy's diversity efforts are designed to strengthen the Academy through the continued development of a diverse membership and enhanced leadership opportunities for diverse members, as well as, through the support of strategic initiatives that promote global health and well-being through food and nutrition by increasing diversity within the profession and increasing the cultural competency of those in the profession.

In addition to these national efforts, the Academy's organizational units [dietetic practice groups (DPGs), member interest groups (MIGs) and affiliates] play an integral role in supporting diversity initiatives. The intent of this resource is to provide organizational units useful information in support of diversity efforts. Those who may find this toolkit the most helpful are Diversity Liaisons.

Questions? Contact the Academy at [diversity@eatright.org](mailto:diversity@eatright.org).

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**Vision:** The Academy of Nutrition and Dietetics membership will be comprised of richly diverse, culturally proficient nutrition and dietetics practitioners, functioning in an environment where respect, appreciation, equity and inclusion are core values.

**Mission:** Enhance the diversity of nutrition and dietetics providers so that they more closely resemble the communities they serve; providing all practitioners with vital tools to practice culturally proficient care.

**Definition:** The Academy values and respects the diverse viewpoints and individual differences of all people. The Academy’s mission and vision are most effectively realized through the promotion of a diverse membership that reflects cultural, ethnic, gender, racial, religious, sexual orientation, socioeconomic, geographical, political, educational, experiential and philosophical characteristics of the public it services. The Academy actively identifies and offers opportunities to individuals with varied skills, talents, abilities, ideas, disabilities, backgrounds and practice expertise.

Objectives	Strategies	Responsible Team or Organizational Unit	Implementation Date	Outcome Measure
<i>Objective 1: Recruit and retain a richly diverse body of nutrition and dietetics practitioners.</i>	Serve as a model for the profession in the development and implementation of effective diversity initiatives.	Academy	June, 2020	Increase the diversity of Academy membership by 5%.
	Actively engage organizational units, leaders and members to serve as ambassadors for grassroots recruitment of minority students to the profession and to membership.	Membership Team, Diversity Committee, Member Value Committee, Member Interest Groups, Affiliates	June, 2020	Build a pool of over 150 Diversity Leader database committee module contacts.
	Collect and promote case studies of persons of specific race, ethnicity, national origin, gender, age, physical ability, sexual orientation, religion and family status regarding why they chose and how they have been successful in the nutrition and dietetics profession.	Membership Team, Journal, Member Interest Groups, Diversity Committee, Diversity Leaders	May, 2016	Collect 5 case studies to be submitted for <i>Journal</i> publication by FY16.
	Ensure that images used in all print, electronic, and social media feature nutrition and dietetics practitioners of wide-ranging diversity.	Membership Team, Journal, Strategic Communications	Ongoing	Staff directors and managers maintain procedures annually, and review all materials to ensure that 100% adhere to Academy diversity standards.
	Ensure Academy spokespeople include members from a variety of underrepresented groups.	Strategic Communications	Ongoing	Staff directors and managers maintain operating procedures annually, to ensure diversity representation is

				encouraged and reflective of all identified underrepresented groups.
<b>Objective 2:</b> <i>Build an effective program of community outreach to identify and attract students from groups traditionally underrepresented in the nutrition and dietetics profession (including race, ethnicity, and gender).</i>	Partner with organizational units, other non-profits, members, NDEP and ACEND programs to benchmark and develop successful pipeline programs to attract qualified minority candidates to ACEND programs offering the key components of: <ol style="list-style-type: none"> <li>1. Academic enrichment, particularly in math and science programs</li> <li>2. Admissions process preparation</li> <li>3. Mentoring and offer of professional opportunities</li> <li>4. Provision of financial and psychosocial support</li> </ol>	ACEND, NDEP, Membership Team, Diversity Committee, Members	January, 2017	Launch a new pipeline program. Increase diversity related grant program submissions by 50%. Increase the diversity of students enrolled in ACEND-accredited dietetics programs by 5%.
	Enhance scope of current Diversity Leaders Program to connect minority nutrition and dietetics practitioners and students to schools and community programs as a way to introduce children and teens to role models with the goal of increasing minority nutrition and dietetics practitioners.	Diversity Committee, Diversity Leaders, Affiliates	May, 2016	Update program from a four person/two year program to a grassroots program focused on multiple, local diversity liaisons at the affiliate level working on pipeline programs or other outreach. Establish 25 Diversity Liaisons at the grassroots level. Offer the opportunity for select liaisons to advance as Diversity Leaders (national level) based on leadership quality and grassroots efforts.
	Create relationships between the Academy and external existing programs aimed at preparing and educating pre-college students in science fields, such as the Science Olympiad or STEM universities.	ACEND, NDEP, Membership Team, Diversity Committee, Diversity Leaders, Member Interest Groups, Affiliates	May, 2016	Achieve Academy representation with two external programs aimed at preparing and educating pre-college students in the science fields with an emphasis on building awareness of the dietetics profession.
	Create relationships between the Academy and external existing programs aimed at preparing and advancing minority students in science related fields such as the National Society for Minorities in Agriculture, National Resources, and Related Sciences (MANRRS).	ACEND, NDEP, Membership Team, Diversity Committee, Diversity Leaders	May, 2016	Establish a relationship with one external program with an emphasis on building awareness of science fields related to the dietetics profession.
	Create relationships between the Academy and minority serving institutions to strengthen dietetic internship placement and the passage	ACEND, NDEP, Membership Team, Diversity Committee, Diversity Leaders,	May, 2016	Increase the percentage of diverse students who are matched to internships and pass the RDN exam by 5%.

	rates on dietetics related exams.	Member Interest Groups, Affiliates		
	Ensure the Academy's public policy efforts consider diverse and at risk populations.	PIA Team	Ongoing	TBD
	Implement a national honor or award to elevate the importance of diversity initiatives.	Honors Committee	TBD	TBD
<b>Objective 3:</b> <i>Develop effective publications, resources, and continuing professional education (CPE) offerings so that all nutrition and dietetics practitioners can function successfully in current and future multicultural, multiracial, multiethnic, sexual orientation, and age/gender diverse environments.</i>	Develop new publications and professional materials (with CPE) targeted to diverse audiences and focused on developing Academy members' cultural competency.	Publications & Resources Team	January, 2016	Increase number of diversity or cultural competency focused publications/products by 10%.
	Update and provide access to cultural competency resources, references and general information to members.	Knowledge Center	January, 2016	Add one new diversity or cultural competency focused resource, every year.
	Offer cultural competency educational opportunities through <i>Journal</i> CPE.	<i>Journal</i>	January, 2016	Increase number of diversity or cultural competency related <i>Journal</i> submissions by 10% annually.
	Offer cultural competency educational opportunities and resources through distance learning, professional development resources and FNCE programming.	Center for Professional Development	January, 2016	Continue offering the Cultural Competency Track at FNCE and increase attendance or purchase of competency products by 5% annually.
	Offer cultural competency education opportunities and resources specifically for educators aimed at enhancing their ability to recognize and work with the cultural differences and challenges minority students face, including: <ul style="list-style-type: none"> <li>1. 1<sup>st</sup> generation college students</li> <li>2. Those working while in school</li> <li>3. Those with family responsibilities outside of school</li> </ul>	ACEND, NDEP, Center for Professional Development	January, 2016	Add one new cultural competency focused resources specifically for educators, every year.
<b>Objective 4:</b> <i>Establish strong diversity efforts at all levels of Academy leadership.</i>	Encourage Academy nominating and appointing bodies to consider selecting an array of individuals that reflect a diverse Academy membership.	Academy	January, 2020	Increase the diversity representation on all Academy committees by 10%.

Partner with organizational units (particularly MIGs) to provide support, access, and service opportunities and to identify potential minority leaders to move up the leadership ranks in the Academy.	Membership Team, Governance Team, MIGs, Affiliates	January, 2017	Increase the diversity of the demographic profile of members completing the Volunteer Opportunities survey by 10%”.
Provide new leaders from underrepresented groups with a mentor and volunteer experiences to enhance their career development and expand professional networks.	Membership Team, Governance Team, MIGs	January, 2016	Increase number of eMentoring registrants who have selected either the diversity or culturally competent focused filters by 10%.
Establish, communicate and support commitment to diversity through the organization’s governing documents and through leadership behavior.	Academy	Ongoing	Staff directors and managers maintain procedures and review all committee operating procedures annually, to ensure diversity initiatives outlined in the strategic plan are present.
Commit resources (staff, budget, network) for ongoing initiatives to strengthen organizational diversity at all levels	Academy	Ongoing	TBD
Engage in and strive to lead professional dialogue regarding diversity at both the Academy, organizational unit, and membership level.	Academy	Ongoing	TBD

## Academy Diversity Awards and Programs

Information available at [www.eatrightPRO.org/diversity](http://www.eatrightPRO.org/diversity):

The Academy of Nutrition and Dietetics is committed to improving the diversity and cultural competence of its members and practitioners. The Academy is proud to offer the following awards and grants in support of this mission.

The *Diversity Action Award* is a \$1,000 award given to an ACEND-accredited dietetics educational program, Academy Affiliate, dietetic practice group, member interest group or other recognized Academy group for their accomplishments in successfully recruiting and retaining individuals. Applications are available annually and are due March 1.

The *Diversity Leaders Program* supports Active members from underrepresented groups within the dietetics profession. Four leaders are selected to participate in a two-year leadership program and are provided mentorship, leadership training and networking. Applications are available every two years and are due March 1 of odd years. The next application due date is March 1, 2019.

*Diversity Liaisons* serve at the affiliate and dietetic practice group (DPG) level and are charged with conducting diversity outreach events to promote the profession to diverse individuals and/or increase the cultural competency of current practitioners. A Diversity Liaison must be a member of the Academy holding one of the following membership categories: Active, Retired, Returning Student and International. Diversity Liaisons can apply for a mini-grant to support outreach. Plans are in place to open this program to member interest groups (MIGs) in the 2018-2019 year.

*Diversity Mini-Grants* provide \$100 to \$1,000 grants to support affiliate outreach to students and professionals from underrepresented groups. Only Diversity Liaisons can apply for a Diversity Mini-Grant. Applications are available annually and are due March 1. Plans are in place to open this program to member interest groups (MIGs) in the 2018-2019 year.

The *Diversity Promotion Grant* is an up to \$10,000 grant given to support diversity recruitment and retention projects by dietetics education programs accredited/approved by the Accreditation Council for Education in Nutrition and Dietetics (ACEND), dietetic practice groups, Academy affiliates and member interest groups. Applications are available every two years and are due on March 1 of even years. The next application due date is March 1, 2018.

## Academy Diversity Research and Literature

Resources available on [www.eatrightSTORE.org](http://www.eatrightSTORE.org):

*Cultural Competency for Nutrition Professionals*: This eBook provides an overview of 28 cultures and their food practices with the goal of supporting culturally appropriate nutrition care for serving diverse patient populations. Includes an introduction to cultural competency models, relevant information on acculturation and meal planning considerations, a food dictionary of common traditional foods for each culture and more.

*Hispanic Family Nutrition: A Complete Counseling Kit*: This electronic toolkit is designed to help RDNs treat Hispanic patients more effectively through a better understanding of Hispanic culture, family dynamics and foods.

*Cultural Food Practices*: This comprehensive practical guide provides information on food practices for 15 cultures. Each chapter focuses on a particular culture, including such factors as diabetes risk factors, traditional foods, dishes and meal plans, special holiday foods, traditional health beliefs, current food practices and more. Culturally appropriate counseling recommendations are also discussed.

*Compensation and Benefits Guide of the Dietetics Profession*: Find the latest survey results through the Academy's store. Available for download free to members. Through the survey data, find information on the diversity of the profession.

Find resources available through the Academy's [Journal of the Academy of Nutrition and Dietetics](#) online. Select the **Cultural Competency and Diversity Collection** to automatically search for diversity and cultural competency related articles. Below are a few examples:

*May 2013 Journal Supplement*: Includes over seven articles on diversity, including *The Educational Pipeline and Diversity in Dietetics* and *Mentoring 101: Building a Mentoring Relationship*.

*May 2015 Journal Supplement*: A closer look at food practices across the globe, as well as research on cultural food topics, including *Randomized Controlled Trial of a Culturally Based Dietary Intervention among Hispanic Breast Cancer Survivors* and *Maternal Attitudes and Behaviors Regarding Feeding Practices in Elementary School Aged Latino Children: A Pilot Qualitative Study on the Impact of the Cultural Role of Mothers in the US Mexican Border Region of San Diego, California*.

*November 2015 Resources for Building a Diverse and Culturally Competent Workforce in the Dietetics Profession*

*December 2015 Emerging Opportunities for Registered Dietitian Nutritionists to Help Raise a Healthier Generation of Native American Youth*

*August 2016 Barriers to and Facilitators of Dietetics Education among Students of Diverse Backgrounds: Results of a Survey*

**Find template PowerPoint presentations and video:**

Diversity Liaison Membership Template Presentations can be found at [www.eatrightPRO.org/MembershipResources](http://www.eatrightPRO.org/MembershipResources).

Academy Informational Video, *Exploring a Career in Dietetics*: <https://www.youtube.com/watch?v=JZC2DMgub1o>.



## Idea Bank: Getting Your Academy Group Involved

A central part of the Diversity Liaison role is conducting diversity outreach events. Below are examples of possible diversity outreach events.

- Collecting prospective member contact information at diversity outreach events and submitting contact information to Academy Headquarters. These diversity outreach events could include:
  - Exhibiting at, or sponsoring, science-based meetings, such as HOSA-Future Health Professionals and USA Science and Engineering Festival.
  - Outreach to minority-serving educational institutions or a STEM institution to showcase specialty areas through a school (college or high school) career fair or career panel.
- Conduct cultural competency events at the Affiliate or DPG level, such as:
  - Highlighting nutrition needs of an underserved patient population through a webinar.
  - Panel discussion of serving underrepresented patient populations.
  - Discussion of barriers to entry to professional specialty by a diverse group, as identified by the Academy's diversity definition.

Another avenue some Diversity Liaisons have pursued is connecting with others who support diversity outreach. Dr. Stella Uzogara, PhD, MS, RDN, LDN, CFS, FAND, 2015-2017 Diversity Leaders, along with her affiliate's Diversity Liaison, conducted various outreach. In her own words:

*Every Academy Diversity Leader is expected to embark on a Capstone Project as part of the requirements of the Academy's Diversity Leaders Program. Accordingly, I decided to work on a Capstone Project that involved two parts that would benefit both my state and other state affiliates in the Academy. My state affiliate is the Massachusetts Academy of Nutrition & Dietetics or MAND (which was formerly known as Massachusetts Dietetic Association or MDA until 2016). Part one of my project involved assisting my state affiliate to apply for the Academy's Diversity Mini-Grant to help establish a Diversity Liaison position and implement some of the diversity proposals in the grant. Part two of the Capstone was to create a toolkit that other state affiliates (including MAND) can use to establish, or nurture, diversity initiatives locally by promoting diversity and inclusion of underserved populations into the Academy. I am pleased to say that both parts of my Capstone project were successfully accomplished.*

*I helped my state by writing letters of support, as well as applying for the Academy's Diversity Mini-Grant. Fortunately, the grant was awarded. As of early 2016, some of the goals are gradually being implemented. In addition, with great ideas obtained from an Academy member from the state of Ohio and from members of the Boston Organization of Nutritionists and Dietitians of Color (aka BOND), I developed a simple toolkit involving a list of simple ideas that any of the states can use locally to implement or augment their diversity efforts. (See Appendix A for more ideas.)*

## Idea Bank: Recruiting Diverse Members to the Academy

Through career fairs, conferences and outreach to STEM organizations, your Academy Group can conduct diversity outreach to encourage diverse individuals to pursue the dietetics profession and join the Academy. Past Diversity Liaison activities have included:

*Holding outreach events to high school and college students from diverse backgrounds and speaking to the many job opportunities and benefits of pursuing a career in dietetics. The volunteers that speak with the students are from diverse backgrounds and share their personal stories. They sometimes provide a cooking demonstration. We also speak to the benefits of Academy membership.*

*Providing a \$50 membership grant/scholarship for students from diverse backgrounds enrolled in accredited dietetics programs to be put towards Academy Student Membership. To apply, students must write a short statement discussing the importance of increasing diversity in dietetics and how they will foster diversity as a dietetics leader.*

*Developing a mailing to our local two-year and technical colleges in an affiliate. The mailing includes promotional resources for careers in dietetics, our cover letter and a poster created with the intent to recruit a diverse student population.*

**Membership Prospect Contact Information Form** – Prior to conducting your diversity outreach event, contact the Academy at [diversity@eatright.org](mailto:diversity@eatright.org). The Academy will provide a fillable PDF to collect the names and contact information of individuals who are interested in learning more about the Academy and membership. The form can also be found on the Diversity Liaison COI.

**Membership Prospect PowerPoint Template** – Use the template presentation to explain the dietetics profession and the Academy. Personalize for the audience and to your areas of interest. The PowerPoint can be found on the Diversity Liaison COI or you can email [diversity@eatright.org](mailto:diversity@eatright.org) to request the template.

## Idea Bank: Making Diversity Part of Your Group's Strategic Initiatives

Several Diversity Liaisons have indicated that their position brought to the forefront a discussion on diversity for their group's strategic initiatives. If this is the case with your group, or if you are interested in starting that conversation, here are a few ideas and tips.

*There is discussion to include diversity in the strategic plan and the inclusion of the topic in the spring conference has reinforced that idea. The Diversity Liaison has not initiated the discussion, but served as a supporter and implementer of ideas that the Board had developed prior to having a diversity liaison working with them.*

*Since this was a new topic for the affiliate and my first year on the Board, much time was spent learning operations and how to interact with the program planning committee. The president had started the dialogue before I joined the team and laid the foundation by having diversity included in the spring conference theme. The events at the spring assembly were successful, including student feedback on their interest in diversity discussions.*

**Compensation and Benefits Survey of the Dietetics Profession** – The Academy conducts a survey of the dietetics profession typically every two years. The survey results are free for any Academy member to download through [www.eatrightSTORE.org](http://www.eatrightSTORE.org). The survey looks at a variety of data points in the profession including region, years of experience, specialty, age/career level and race/ethnicity. This may be a good place to start to gather base-line data for your group.

## Appendix A

Below are draft goals that Dr. Stella Uzogara, PhD, MS, RDN, LDN, CFS, FAND, 2015-2017 Diversity Leaders, created as part of the Capstone Project. Consider using these as a template for your Affiliate, DPG or MIG.

1. Adoption of Diversity Agenda: Affiliates/DPGs/MIGs (e.g. MAND) shall adopt a Diversity Agenda, and shall make diversity a priority. It should be stressed that diversity and inclusion is an important goal of both the Academy and its affiliates/DPGs/MIGs. Diversity shall be discussed at state board meetings, as well as at regional, local and district meetings.
2. Include diversity as an annual goal. For example, aim for diversity driven meetings and include diversity in the agenda as your group plans meetings for the year so that each level of the association adopts diversity as a goal at the planning stages.
3. Conduct a survey and do a needs assessment for diversity for your group. For example, using the survey to determine ideas to carry out relevant diversity initiatives (e.g. participation in health fairs and career fairs in high schools, technical vocational schools and colleges, cultural feasts, cultural breakfasts, parades such as the LGBTQ pride parades, religious holidays like Kwanzaa, Hispanic events, Moslem holidays like the Ramadan, and Jewish holidays like the Roshashana and other community events including men's sports, Fire fighters and Police meetings, etc.).
4. Collaboration with various groups to ensure diversity. For example, State affiliates (e.g. MAND) shall liaise with any underserved population of nutritionists and dietitians, culinary professionals or identified member interest groups (such as BOND in the state of Massachusetts) and bring them to the Academy and state affiliate organization events.
5. Direct mailing campaign and recruitment initiative to increase diversity.
6. Establish of a Diversity Liaison position.
7. Apply for an Academy Diversity Mini-Grant.
8. Outline diversity and outreach events calendar for the year or quarter. Include specific dates and locations of each diversity event and, if possible, plan ahead and recruit volunteers to assist in fulfilling the diversity events. Both the Diversity Leader (if present in the state) and Diversity Liaison can collaborate with each other during outreach work.
9. Outreach to hospitals and health centers with diverse populations and offer to give health fairs or talks on food and nutrition as it affects their client population. The talks should stress the importance of nutritious ethnic foods eaten at certain diversity celebrations and holidays and highlight the nutritional benefits of such ethnic foods.
10. Outreach to colleges, universities and vocational high schools. Consider offering to give talks at health fairs, career fairs or other celebrations. As well, consider presenting on ethnic foods and highlighting the nutritional benefits of such ethnic foods after thoroughly researching the foods.
11. Publicize diversity events through the local media - TV, newspapers, social media, affiliate/DPG/MIG newsletters and by word of mouth.
12. Outreach to faith based and community based organizations including town hall meetings, prayer meeting houses, churches, temples and mosques and volunteer to talk to the congregations about good health, food and nutrition. As much as possible when invited to places of worship or meeting places, nutritionists should refrain from being critical of the people's culture or their feeding practices, and must be respectful at all times.
13. Reduce costs or provide waivers to underserved nutritionists and students. Other ideas include providing financial support to attend the regional and state annual meetings (e.g. PPW, FNCE®). Support can also include a registration waiver, reduced registration, reimbursement for transportation and lower accommodation costs.

14. Establish mentoring programs for minority students to attract underserved adult and youth populations into nutrition and health careers.
15. Maintain a diversity website/webpage to announce diversity efforts and events or to promote diversity.