

LEHIGH VALLEY DIETETIC ASSOCIATION QUARTERLY NEWSLETTER

Fall 2013

www.eatrightlehighvalley.org



Lehigh Valley Dietetic Association: Serving PADA members in **Berks, Carbon, Lehigh, Monroe, Northampton** and **Schuylkill** Counties

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PRESIDENT'S MESSAGE

Janet K. Little, MPH, RD, LDN / LVDA President

One of the benefits of LVDA membership is the opportunity to network with fellow nutrition professionals. Join us for the LVDA Membership Networking Event to meet other RD, RDNs and DTRs living and/or working in the Lehigh Valley Area.



When

Tuesday, November 12, 2013 from 5:00 - 8:00 pm

Where

Hotel Bethlehem, Mural Ballroom, 437 Main Street, Bethlehem, PA 18018
Free parking will be available in the garage behind the Hotel

What

Time for mingling and networking, as well as displays about LVDA committees 2014 Annual Meeting Tours at 5:30, 6:30 and 7:30 pm
You are also welcome to join the LVDA board meeting from 7:00 - 8:00 pm

Food & Drink

Hors D'oeuvres and cheese display with a silver beer, wine and soda collection

There is no charge for LVDA members or members of another district dietetic association, member who belong to the Academy but do not belong to any district, and, finally, dietetics professionals who intend to join the Academy.



The Hotel Bethlehem on Main St



The Mural Ballroom

BOARD OF DIRECTORS

Executive Board Members

President & Newsletter Editor

Janet K. Little, MPH, RD, LDN
jklrd@jklrd.com

Secretary

Jamie Rola, BS
jlynno427@yahoo.com

Treasurer

Tom Laubscher, MS, RD, LDN
vt1818@ptd.net

Continuing Education Chair

Lauren Regina RD, CSO, LDN, CNSC
ler121@hotmail.com

Nominating Chair

Nora Allen, RD, LDN
nora.allen@gmail.com

Board Members

Nutrition Education

Christina M. Wolfe, MS, RD
chrissyтина81686@aol.com

Membership Coordinator

Laura Scarpino, BS
lala11park@aol.com

Reimbursement Chair

Jennifer Doane, MS, RD, CSSD, ATC
JDoane@advantagenutritionandwellness.com

Legislation and Public Policy Co-Chairs

Nancy Wagner, MBA, RD, LDN &
nreismeier@rcn.com

Kandi Perazzo, MA, RD, LDN
ardvarknutrition@hotmail.com

Website Coordinator

Jacqueline Nester RD, LDN
nester.jackie@gmail.com

Career Guidance Chair

Deb Santoro, RD, LDN, SPHR
dsantoro@curahospitality.com

Public Relations Chair

Denise Frey, RDN, LDN
escapee@ptd.net

LVDA Representative on PADA Nominating Committee

Martine Scannavino, DHSc, RD, LDN
miscanna@cedarcrest.edu

ADA Delegate

Susan Adams, MS, RD, LDN
seadams@rcn.com

OUR MISSION



The Lehigh Valley Dietetic Association is the advocate of the dietetic profession, servicing the public through the promotion of optimal nutrition, health, and well being.

CONTACT US

Address

Lehigh Valley Dietetic Association
PO Box 3388
Allentown PA 18106-0388

E-mail

LVDAmembership@gmail.com

SUBMIT TO THE NEWSLETTER

The LVDA newsletter is published four times a year. Members of LVDA may email information to the Editor at jklrd@jklrd.com.

The Lehigh Valley Dietetic Association assumes no responsibility for statements made or expressed in this publication.

TREASURER'S REPORT

Tom Laubscher, MS, RD, LDN / LVDA Treasurer

As of September 28, 2013:

Checking \$6,073, Savings \$1,703, CD \$3,362

MEET THE NEW MEMBERS OF THE LVDA BOARD

Janet K. Little, MPH, RD, LDN / LVDA President

Please welcome the recently appointed members of the LVDA Board of Directors.

Continuing Education Chair-Elect

Alexis Strelecki, RD, Director of Nutrition Services, Cura Hospitality

Career Guidance Chair

Deb Santoro, RD, LDN, SPHR, Director of Talent Management, Cura Hospitality

NOMINATING REPORT: CANDIDATES NEEDED. LVDA WANTS YOU!

Nora Allen RD, LDN / LVDA Nominating Chair

The LVDA Board of Directors is looking for candidates for the four positions described below. Feel free to contact me at nora.allen@gmail.com for more information, or any of the current board members. This is a great opportunity to get involved, promote the profession, and share your talents.

President-Elect (1-year) serves for one year then, becomes the President (1-year).

- Performs the functions of the office of President in the absence or disability of the President.
- Coordinates publication and serves as editor of the LVDA Newsletter.

Treasurer (2-years)

- Has custody of all LVDA funds and securities, assuring that the collection and disbursement of all monies is properly handled.
- Sees that full and accurate financial records are kept in books belonging to the LVDA.
- Reports the financial status of the Association to the Board of Directors at its meetings and to the membership through membership meetings or the newsletter.

Continuing Education Chair-Elect (1-year) serves for one year then, becomes the Chair (1-year).

- Assists the Chair on the program planning committee.
- Assists the Chair in applying for CEU credits and providing CEU certificates for members.

Nominating-Elect (1-year) serves for one year then, becomes the Nominating Chair (1-year).

- Chairs the development of a ballot and all awards activities at the district level through coordination with the Nominating Chair.
- Maintains records of persons contacted to run for office, possible future candidates, as well as copies of past ballots and voting results.

AWARD OPPORTUNITIES

Nora Allen RD, LDN / LVDA Nominating Chair

Did you know there are many awards available to dietitians in Pennsylvania? There are many potential candidates in our district whom we can nominate. All candidates must be Academy members.

Available PA Academy Awards

Application Deadline: Monday, November 11, 2013

- **Outstanding Dietetics Educator Award** recognizes the excellence of educators in the Academy of Nutrition and Dietetics accredited and approved dietetic education programs.

Application Deadline: Monday, January 13, 2014

- **Outstanding Dietetics Educator Award** recognizes the excellence of an RD educator in an accredited dietetic education program.
- **Outstanding Dietitian** recognizes an RD with greater than 15 years of experience whose record of leadership and service is outstanding and whose contributions to the public have been exceptional.
- **Keystone Award** recognizes an RD with greater than 10 years of experience, who has demonstrated through leadership, exemplary professional standards to serve and advance the aims of PADA.
- **Recognized Young Dietitian of the Year** recognizes an RD less than 35 years of age who has demonstrated concern for the promotion of optimal nutritional status of the public and leadership in the association or their employer.
- **Emerging Leader Dietetic Award** recognizes an RD who has been in practice for 5 to 10 years and has made distinctive contributions early in their career to the academy and profession.
- **Outstanding Dietetics Student Award** recognizes a student enrolled in an accredited dietetics program who exhibits emerging leadership skills.

More information on the awards and the nomination process can be found [here](#).

Nominations Needed!

If you know an LVDA member who would make a good candidate for one of these awards, please email me at nora.allen@gmail.com. The application deadline is November 11 for the first award, so we encourage you to start the process now. More information about the other awards will be available at the LVDA Membership Networking Event on November 12th.

Awards to be Presented at the Annual Meeting in Bethlehem!

Award recipients will be honored during a ceremony after the luncheon. Award recipients and their guests will be seated at the luncheon tables located in front of the podium. So, your guests will look on as you receive your award from the Academy President, Dr. Glenna McCollum-Cloud. A professional photographer will record the ceremony and take individual portraits afterward. Please see the photos of the 2013 ceremony appear on the [Members webpage](#) of the LVDA website.

MEMBERSHIP REPORT

Laura Scarpino, BS / LVDA Membership Coordinator

On behalf of the LVDA, I would like to thank all of our 2013-2014 members who have chosen to apply or reapply for LVDA membership! As of September 17, the LVDA has 76 members. Membership consists of 59 registered dietitians (one of whom is retired), one DTR, and 16 students/interns.

It is never too late to join LVDA and you do not have to live in our six counties to qualify! If you have a colleague or a peer who is a member of the Academy or the PA Academy, but has yet to join the LVDA, encourage them to check out the [LVDA website](#) or to email us at lvdamembership@gmail.com.

Do not forget to tell colleagues that members of district dietetic associations will qualify for a \$30 registration discount at the 2014 Annual Meeting!

LEHIGH VALLEY HEALTH NETWORK NUTRITION SYMPOSIUM

Janet K. Little, MPH, RD, LDN / LVDA President

The LVDA enjoyed being a vendor at the Lehigh Valley Health Network Nutrition Symposium from 11 am to Noon on September 11 at the Lehigh Valley Hospital on Cedar Crest Boulevard in Allentown. In the months prior to the event, LVDA member Heather Johnson and her colleagues were our main contact persons. We were happy to work with Heather to publicize the event to Academy members in our area.

Jana Hill and I met registered dietitians who were attending the Symposium and answered questions about the benefits of LVDA membership including the \$30 registration discount for the Annual Meeting & Exhibition in Bethlehem next spring.

DIETITIANS SERVE UP NUTRITION EDUCATION

Denise Frey RDN LDN / LVDA Public Relations Chair

Pennsylvania Farmers Markets

LVDA members and local dietitians promoted Pennsylvania Produce Month and National Farmers Market in August at area producer only farmers markets in Carbon, Monroe and Northampton Counties. The public education events started August 9 at the Bath Farmers Market with Registered Dietitians Jeanne

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Smith, RD, LDN and Gina Consalvo, MA, RD, LDN, NCC offering information to shoppers there. LaDiva Dietitian Marty Davey MS RD LDN showed Monroe Farmers Market attendees how to prepare fresh vegetables on August 10.

Summer School Lunch Program

Denise Frey, RDN, LDN, clinical dietitian at Blue Mountain Health System hosted two events that week. The first event took place at the Lehighon Summer School Lunch program at the Zion UCC August 8, where she offered kale to students and discussed MyPlate and healthy eating habits. Children at the lunch program also received MyPlate placemats to take home for reinforcement of eating well. Frey also presented MyPlate information to adults at the Lehighon Farmers Market August 10 and handed out recipe cards featuring beans as the main ingredient. Media outlets in appropriate counties were notified of all events. Frey's school lunch program event was featured in the Lehighon Times News.

These nutrition education events were planned to help meet LVDA goal #1, "The public trusts and chooses our members as food and nutrition experts."

To see photos of Denise and her program, visit ["Kids and Kale"](#) on the Times News Lehighon website.

DELEGATE REPORT

Susan E. Adams, MS, RD, LDN / HOD Delegate

Please read the following information from the Academy of Nutrition and Dietetics. The House of Delegates (HOD) will meet October 18-19 in Houston, TX, right before FNCE. Please take a moment to read the HOD Fact Sheet below. The HOD is going to be discussing the following Mega Issue:

"As the nation's food and nutrition leaders in optimizing the nation's health, what can we do to position nutrition services as an essential component of the evolving health care delivery and payment models?"

Nutrition Services Delivery and Payment: The Business of Every Academy Member

Academy members across practice settings are impacted directly or indirectly by the delivery of and payment for nutrition services. While we typically think of this issue in the context of clinical practice and direct providers of services, the fact is that members in a variety of practice settings touch the topic. Massive changes are underway in health care delivery and payment systems that have implications for MNT, nutrition services, the business of dietetics across practice settings and the profession of nutrition and dietetics. Change always comes with uncertainties and challenges, and such is the case with the evolving world of health care delivery and payment. Change also brings opportunities. But if we don't seize these opportunities, someone else will. (my emphasis!)

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Why are health care delivery and payment systems changing?

- Growth in health care spending in the United States is unsustainable.
- Quality of health care in the US falls way behind that in other industrialized nations.
- Benefits of prevention are being recognized.
- Benefits of primary care and care coordination are being recognized.
- Evidence shows that delivery system reform without payment reform does not work; investing in primary care works, and cost accountability works.
- Additional drivers of change include the Institute for Healthcare Improvement's Triple Aim as well as the Patient Protection and Affordable Care Act.

What solutions are evolving?

- Delivery systems o Patient-Centered Medical Homes
- Accountable Care Organizations
- Health Homes for Chronically Ill
- Primary Care Case Management
- Managed Care or Coordinated Care Organization (MCO/CCO).

What opportunities exist for Academy members?

While none of these evolving models specifically recognize RDs, RDNs or DTRs, we are well-positioned to market ourselves for inclusion based on our skill sets, expertise, and demonstrated cost-effectiveness. Medical nutrition therapy (MNT) is known to be a key component in treating many of the chronic conditions plaguing our nation and is linked to improved clinical outcomes and reduced costs. Institutions and providers have monetary incentives to prevent readmissions and improve the health of patients. Including the RD as part of the health care team can be seen as an investment to help providers earn such incentives. In addition, the RD service is positioned to save physician time which translates into lower operating costs.

What will it take to be successful?

RDs, RDNs and DTRs need to learn to speak the new language of health care delivery and payment. We need to rethink and be willing to expand our role on the health care team. We need to recognize the value proposition has changed and market ourselves and our services in the context of these evolving delivery and payment systems if we are to achieve the recognition, respect and remuneration we seek. Branding starts with the individual, as does the task of integrating services into the current and future health care system. At the end of the day, it's about the quality of nutrition services provided by RDs or RDNs. The evolving business models impact all health care settings and areas of practice. Opportunities abound but, as with all opportunities, Academy members need to seize them before other health care providers do.

What can members do?

Please contact your HOD Delegate, Susan Adams at seadams@rcn.com, with any questions or comments.

PUBLIC POLICY REPORT

Kandi Perazzo, MA, RD, LDN / LVDA Public Policy Co-Chair

Treat and Reduce Obesity Act of 2013

It has been an active few months in the Public Policy arena for the LVDA. On August 26, and several times after that, an Action Alert was sent to LVDA members and PADA members in the area to encourage them to take action on the "Treat and Reduce Obesity Act (TROA) of 2013". This Action Alert was for US Representatives and US Senators. Shouldn't registered dietitian nutritionists independently bill for obesity counseling to Medicare patients? This bill would enable us to do that. The Academy told us in the September 25 issue of *Eat Right Weekly* that this was the last week to support TROA. Thank you for responding to the Action Alert.



To encourage our legislators to support TROA, and also the Farm Bill, maintaining funding for SNAP and SNAP-ED, several visits were made to three of our seven US Representatives by LVDA members. On September 4, LVDA President Jan Little, Sherri Cirignano, and Martine Scannavino visited Rep. Charles Dent's Allentown office. They had a conference call with Drew Kent and Dan Martini of the DC office, but Rep. Dent unexpectedly participated in the meeting also.

Representative Matthew Cartwright was visited September 5 at 10:30 am. Jan Little and Jeanne Walsh Smith attended and met with April Niver, Economic Development Specialist. Representative Jim Gerlach was visited September 6, in the Wyomissing district office. Jan Little and Linnae G. Goda attended. And, they saw into Kori Walter, District Director and Press Secretary, who attended the "Take Your Legislator To Work Day!" event we held at Phoebe Berks on September 21.

Members of the Philadelphia, Central and Northeast Dietetic Associations are visiting the district offices of the four other US Reps. in our 6 counties: Pat Meehan, R-7 and Joseph R. Pitts, R-16, in Berks County; Tom Marino, R-10, in Monroe County; Lou Barletta, R-11, in Carbon County.

Public Policy Presentation for Colleagues

To continue to encourage RDs to get involved in public policy, Public Policy Co-Chair Nancy Wagner held a public policy presentation with the RDs working for Fresenius Medical Care North America on Wednesday, September 4. She encouraged them to contact their representatives about both the Farm Bill and TROA.

Farm Bill Outcome

On September 19, the U.S. House of Representatives passed a \$40 billion cut to the programs authorized in the nutrition title of the Farm Bill. This represented a 5% cut to the food stamp program. Thank you, LVDA members, for taking action to ask your Congressman to vote against the cut.. If your Congressman voted against cuts to nutrition programs, please thank him or her. In our area, this would be Matthew Cartwright

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and Pat Meehan.

A Conference Committee has been formed to reconcile the difference between the Senate and the House bills. The Academy will be closely monitoring the members the Committee's progress. As the situation unfolds, the Academy will provide updates and activate members.

Annual Senior Citizen Day in Kutztown

For the fourth year in a row, LVDA had an exhibit at the Annual Senior Citizen Day in Kutztown on October 4. It is held by State Rep. Gary Day, R-187, who is on the Health Standing Committee as Subcommittee Chair on Health Facilities and is a member of the Appropriations and Insurance Committees. If your state or federal representative or senator holds similar events where we can exhibit, please let us know!

LEAGUE OF WOMEN VOTERS LUNCHEON



Where The Willows, East Texas

When Monday, October 14 from 11:45 to 1:15 pm

Cost \$11 for LWV-LC members, \$13 for non-members.

Reservations Reserve your seat by Thursday, October 10. Contact Sue Phillips at 610-821-1118 or suemph@verizon.net to make a reservation.

Our speaker will be Darree Sicher from Kutztown, the founder of United Sludge Free Alliance,.

Darree educates and organizes citizens on the health and safety concerns of applying sewage sludge to our food, water and communities. She will talk about the 2005 PA Agriculture, Communities and Rural Environments rule Act 38, known as ACRE Act 38, and how it impacts your life today. Initially promoted as a protection from abusive municipal laws that would interfere with traditional farming practices, ACRE Act 38 changed from being a "family farm act" to protecting the interests of large "factory farm" corporations and promoting sewage sludge municipal/industry waste applied to farms. Through intensive investigative interviews with citizens, local leaders and attorneys, Darree uncovers how ACRE shatters our Pennsylvania communities and democracy.

Conceptually, ACRE was intended as a pathway for review of local ordinances that could interfere with "normal agricultural operations." But this heavily amended bill not only removed all ability for local input on some of the most contaminating industry "farming" and waste disposal — including discharge testing and zoning setbacks away from schools, waterways and homes — when review power was placed in the hands of the PA Attorney General. Now, using ACRE to strip all local control, the AG can file legal action, using your tax dollars, if your community says "No!" to factory farming or land-applied sewage sludge.

What are the implications of these tactics under the authority of ACRE to your community, home value, health and democracy, as well as our food and water supply?