

COLLEGE

Briefings

Spring 2012

Awareness Campaign

This past fall, the College launched its first ever awareness campaign. The campaign was designed to raise awareness of Registered Dietitians among Albertans. The College contracted advertising firm RED the Agency to assist with the development of the campaign, which centered on the tag line, "Registered Dietitians translate nutrition science into practical solutions for healthier families".

As this was the first campaign of its type for RDs in Alberta, the intent was twofold. First, to help consumers in disseminating the misinformation about food and nutrition that exists in the current environment. Second, to introduce Registered Dietitians to Albertans as the experts in nutrition information. The campaign used a variety of media vehicles to get out the information with

consideration to cost effectiveness and fiscal constraints. Ads appeared on radio, online, in grocery stores and on PCN TV ([click here to view the commercial](#)). The target for this initial campaign was mothers aged 18 to 54 as this group has been identified as the "gatekeepers" of the families' health and nutrition needs and was a logical first step in raising the awareness of Registered Dietitians.



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While our campaign was small in comparison to the campaigns of some of the other health professions, the College is very pleased at the results. Using a pre and post campaign survey of Albertans conducted by Leger Marketing, it was determined that the campaign was successful in increasing the overall awareness of Registered Dietitians in Alberta from 25% of Albertans' pre-campaign to 33% post campaign. Traffic to the College website increased significantly through and following the campaign.

Visitors to the Public section of the website increased tenfold over pre-campaign traffic.

It is the intent of the College to build upon this initial campaign in the future highlighting the many ways Dietitians contribute to the healthcare of Albertans.



Registration Update

Another registration renewal has come and gone. The College thanks members for submitting their registration and CCP on time. Our third year with online registration renewal was a success and each year the process becomes more streamlined.

As of April 1, 2012, the College of Dietitians of Alberta had 990 members complete their registration renewal. The College also has 33 members on the Temporary Register for a total of 1023 registered members.

While the renewal process runs smoothly for the most part there are a couple of issues that members need to be aware of to ensure a seamless registration renewal, specifically name changes and updating contact information. As regulated professionals, RDs have a duty to update their profile within 30 days of any change in the information required for the College's Register.

Not receiving correspondence from the College because your contact information has not been updated is not an acceptable excuse for missing a deadline or for not complying with College requirements such as registration renewal.

All important notices are sent to members in several formats well ahead of deadlines and critical information is communicated in email blasts and on our website. It is important to pay attention to College communications and members should visit the website regularly to be informed of changes to College requirements affecting your practice.

Members have the ability to update their profiles at any time by logging onto the **Online Profile & Continuing Competence Program** link found on the members section of the College website.

CCP Review and Audit

Now that renewal is behind us, it's time for the annual Continuing Competence Program review and audit process to begin. Remember that every member should expect to have their online reflection reviewed a minimum of once every three years and that a portion of those members reviewed will be asked to submit documentation as part of an audit.

The CCP audit involves submitting supporting evidence of your participation in the Continuing Competence Program including verification of activities completed.

Beginning this year the audit will also include a mandatory review of liability insurance coverage, confirmation of which must be submitted as part of the audit documentation. Those members selected for CCP audit will be contacted by mail in April, outlining all audit and submission requirements.

Please note, all members are eligible for random selection at any time.

Recognition Awards

On February 3, the College announced to members two Recognition Awards to be presented by the College.

The Dietetic Intern Bursary Program was introduced to support current dietetic interns who have demonstrated exceptional professional practice while studying dietetics at the University of Alberta with the intention of becoming a Registered Dietitian. Up to three bursaries of \$1,000 may be awarded to successful applicants each year. To request more information or to apply for the bursary, the College encourages applicants to contact the College office by email to request the application form. Deadline for applications is June 1 each year. The bursary recipients will be announced at the Annual General Meeting in September each year.

The Preceptor Recognition Award was created to recognize excellence and dedication in preceptoring and mentoring in Alberta. The award will be presented to selected preceptors during the Annual General Meeting in September each year. To request more information or to nominate a deserving recipient for this award the College encourages members to contact the College office by email to request the nomination form. Deadline for nominations is June 1 each year.

Partnership for Dietetic Education and Practice

The following communique was developed by the Partnership for Dietetic Education & Practice (PDEP) to update Dietitians on the current status of work being done by PDEP. For more information on PDEP, please visit the PDEP website at www.pdep.ca

Update on Integrated Competencies for Dietetic Education and Practice (ICDEP)

This communique provides an update from the Partnership for Dietetic Education and Practice Steering Committee (PDEP SC) on the current status of and next steps regarding the ICDEP. Please distribute to all interested colleagues.

1. Revisions to ICDEP following consultation meetings September 2011-January 2012

As many of you are aware, a number of stakeholder consultation meetings were held in recent months, including a two day symposium in Toronto involving representatives from dietetic education programs, regulatory bodies, and Dietitians of Canada (DC). Discussions were rich and productive, and a high volume of feedback was received.

Following the consultations, feedback was reviewed and synthesized, and the ICDEP document was revised to address major feedback themes. The revised document features:

- an expanded introduction to set the context for the ICDEP,
- fine-tuned competency and performance indicator statements,
- a clearer description of purpose for the performance indicator summative assessment columns,
- a new enabling learning outcomes column developed to provide a bridge between the performance indicators and underlying foundational knowledge requirements, and
- a new, more comprehensive foundational knowledge section with expected levels of learning assigned for each content area (using principles from Bloom's taxonomy).

Two key pieces of feedback received during the consultations presented significant challenges to the Integrated Competencies Working Group (ICWG). A summary of this feedback and how it was factored into the ICDEP revisions is below:

- Members of the Canadian Association of Professional Programs in Human Nutrition (CAPPN) felt strongly that to be useful for academic program planning and accreditation preparedness, the foundational knowledge section required more detail with expected levels of learning assigned. In response to this, the decision was made to create a new, expanded foundational knowledge section with assigned levels of learning.
- Attendees of the October symposium wanted to see the foundational knowledge fully integrated into the competencies. To enhance the integration, an exercise to define the enabling learning outcomes associated with each performance indicator was undertaken. Subsequently, these learning outcomes were cross-matched against foundational knowledge content areas within our own and reference documents. This process revealed that much of the foundational knowledge for the profession is applied broadly across practice competency areas; therefore, the goal of fully integrating foundational knowledge into the competencies was not achievable. A schematic has been developed within the ICDEP document to show how the broad foundational knowledge for the dietetics profession informs the competencies.

2. Current status of ICDEP

In February 2012, in keeping with the Human Resources and Skill Development Canada (HRSDC) funding timelines, the PDEP Steering Committee (SC) approved the February 2012 version of the ICDEP, with agreement that additional consultation would be undertaken with educational programs this year regarding aspects of the ICDEP document that were revised significantly following the consultations.

The HRSDC funding ended in February 2012. While practical considerations made it necessary to wrap up the current phase of work on ICDEP, the PDEP SC is committed to ICDEP being a living document that will evolve to meet the needs of users and the profession.

Two ICDEP documents in English and French are available on the PDEP website:

- An abridged version with an abbreviated introduction, competencies and performance indicators only: [English](#) and [Français](#)
- A full version with a comprehensive introduction, competencies and performance indicators, as well as the new enabling learning outcomes column and the reworked foundational knowledge section: [English](#) and [Français](#)

Versions in WORD format will be available at a later date for program planning and implementation purposes.

3. Next steps

Educational programs can consider the practice competency and performance indicator statements in the ICDEP to be complete and can begin to use these for program planning purposes.

Later this year, educational programs will be consulted on:

- (1) the content of and assigned learning levels within the reworked foundational knowledge section;
- (2) the content and potential usage of the newly prepared enabling learning outcomes column;
- (3) current program-specific coverage of ICDEP, which we expect will take the form of academic and practicum program online gap analysis surveys to assess current ICDEP coverage, and identify implementation challenges and support needs.

We expect that the assignment of "X's" in the summative assessment columns may need to be revisited once we obtain further feedback from programs.

The next PDEP SC is meeting in April 2012, and at that time there will be further discussion related to implementation of ICDEP and planning for the consultation activities described above. At the PDEP full membership meeting in Toronto in June, we will further update the membership on these subjects. This meeting will be a key opportunity to connect with stakeholders on issues related to the ICDEP and work underway to revise existing accreditation processes and standards. We hope that many of you will be able to attend.

Specific implementation timelines for revised program accreditation standards and ICDEP will be clarified in late 2012. The goal is to begin implementation to the extent possible in the Fall 2013. Efforts will be made to ensure that the accreditation status of programs is not compromised during the transition period to the revised standards.

4. Accreditation standards revision

A consultant has been hired to facilitate a review of the existing accreditation processes and standards and make recommendations for a new governance structure and revised standards. An Accreditation Standards Development Working Group (ASDWG) consisting of four dietetic educators, one DC and one regulatory body representative has been struck to revise the accreditation standards. The ICDEP will form an integral component of the revised accreditation standards. PDEP members will be consulted as the work to revise the accreditation standards unfolds. The project report from this work is due in December 2012.

5. Thank you

A special thanks to the ICWG and the many stakeholders who have helped us to get the ICDEP to this stage. We look forward to working with everyone as implementation plans unfold. Further updates will be provided as information becomes available.

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