

Strategies for Reimagining the Power of the Profession

From the Academy's
House of Delegates



March 5, 2025
Presented by Molly Mills

 Academy of Nutrition
and Dietetics

1) Personal Actions

Speak highly of the profession	<ul style="list-style-type: none"><input type="checkbox"/> Share success stories on social media about how you've helped clients improve their health<input type="checkbox"/> Write blog posts or articles highlighting the impact of dietitians in various settings<input type="checkbox"/> Give talks at local schools or community centers about the importance of nutrition
Seek mentoring opportunities	<ul style="list-style-type: none"><input type="checkbox"/> Offer to mentor nutrition students or new graduates<input type="checkbox"/> Participate in a formal mentorship program through SCAND or the Academy<input type="checkbox"/> Create a peer mentoring group with colleagues at different career stages
Model work-life balance	<ul style="list-style-type: none"><input type="checkbox"/> Set clear boundaries between work and personal time<input type="checkbox"/> Share tips on time management and self-care with colleagues<input type="checkbox"/> Promote flexible work arrangements in your workplace
Get involved in professional organizations	<ul style="list-style-type: none"><input type="checkbox"/> Volunteer for committee roles in local or national levels for the Academy<input type="checkbox"/> Attend and present at conferences<input type="checkbox"/> Contribute to professional newsletters or journals
Advocate for the profession	<ul style="list-style-type: none"><input type="checkbox"/> Write to local legislators about important nutrition-related bills<input type="checkbox"/> Participate in lobbying days organized by the Academy<input type="checkbox"/> Engage with local media to promote accurate nutrition information

2) Workplace Initiatives

Maintain a positive workplace culture	<ul style="list-style-type: none"><input type="checkbox"/> Implement a recognition program for outstanding work or achievements<input type="checkbox"/> Organize team-building activities or retreats<input type="checkbox"/> Create a "gratitude wall" where employees can post positive notes about colleagues
Implement ambassador programs	<ul style="list-style-type: none"><input type="checkbox"/> Designate RDNs and NDTRs to represent the profession at career fairs<input type="checkbox"/> Create a speakers' bureau for community outreach events<input type="checkbox"/> Develop a social media ambassador program to share positive content about the profession
Highlight diverse career opportunities	<ul style="list-style-type: none"><input type="checkbox"/> Host lunch-and-learn sessions featuring RDNs from various specialties<input type="checkbox"/> Organize "show and tell" days<input type="checkbox"/> Create mentorship and/or advisory programs

3) Engagement with students & early professionals

Connect to individual passions	<ul style="list-style-type: none"><input type="checkbox"/> Survey students and members on their interests<input type="checkbox"/> Connect with program directors/professors about what hot topics students are asking about
Share impactful experiences	<ul style="list-style-type: none"><input type="checkbox"/> Collect stories of getting started and/or career and practice focus shifts from your board and members<input type="checkbox"/> Create social media campaigns around these stories - ask board members and educators/program directors to
Present a balanced view of the profession	<ul style="list-style-type: none"><input type="checkbox"/> Find narratives that show the struggle as well as the rewards of the profession<input type="checkbox"/> Create tips for working in difficult situations - how to advocate for yourself
Communicate in generationally appropriate ways	<ul style="list-style-type: none"><input type="checkbox"/> Understand where your students go for information<input type="checkbox"/> Work with educators to prepare presentations, videos, and other forms of communication to ensure it resonates
Incorporate students into your activities	<ul style="list-style-type: none"><input type="checkbox"/> Create opportunities for students to volunteer within your group and actively recruit via programs<input type="checkbox"/> Create educational events that incorporate student needs and member needs such as a professional panel focused on career opportunities<input type="checkbox"/> Provide ways to elevate students' input - inclusion in focus groups, task forces, and short-term projects