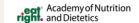
Strategies for Reimagining the Power of the Profession



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1) Personal Actions

Speak highly of the profession	 Share success stories on social media about how you've helped clients improve their health Write blog posts or articles highlighting the impact of dietitians in various settings Give talks at local schools or community centers about the importance of nutrition
Seek mentoring opportunities	 Offer to mentor nutrition students or new graduates Participate in a formal mentorship program through SCAND or the Academy Create a peer mentoring group with colleagues at different career stages
Model work-life balance	 Set clear boundaries between work and personal time Share tips on time management and self-care with colleagues Promote flexible work arrangements in your workplace
Get involved in professional organizations	 □ Volunteer for committee roles in local or national levels for the Academy □ Attend and present at conferences □ Contribute to professional newsletters or journals
Advocate for the profession	 Write to local legislators about important nutrition-related bills Participate in lobbying days organized by the Academy Engage with local media to promote accurate nutrition information

2) Workplace Initiatives

Maintain a positive workplace culture	 Implement a recognition program for outstanding work or achievements Organize team-building activities or retreats Create a "gratitude wall" where employees can post positive notes about colleagues
Implement ambassador programs	 Designate RDNs and NDTRs to represent the profession at career fairs Create a speakers' bureau for community outreach events Develop a social media ambassador program to share positive content about the profession
Highlight diverse career opportunities	 ☐ Host lunch-and-learn sessions featuring RDNs from various specialties ☐ Organize "show and tell" days ☐ Create mentorship and/or advisory programs
3) Engagement with students & early professionals	
Connect to individual passions	 Survey students and members on their interests Connect with program directors/professors about what hot topics students are asking about
Share impactful experiences	 Collect stories of getting started and/or career and practice focus shifts from your board and members Create social media campaigns around these stories - ask board members and educators/program directors to
Present a balanced view of the profession	 ☐ Find narratives that show the struggle as well as the rewards of the profession ☐ Create tips for working in difficult situations - how to advocate for yourself
Communicate in generationally appropriate ways	 Understand where your students go for information Work with educators to prepare presentations, videos, and other forms of communication to ensure it resonates
Incorporate students into your activities	 Create opportunities for students to volunteer within your group and actively recruit via programs Create educational events that incorporate student needs and member needs such as a professional panel focused on career opportunities Provide ways to elevate students' input - inclusion in focus groups, task forces, and short-term projects