

### **What is the Second Century Member Campaign?**

In honor of its 100-year anniversary in 2016, the Academy and Academy of Nutrition and Dietetics Foundation underwent a comprehensive and intensive strategic planning process to chart a new vision for the future, grounded in an extraordinary commitment to collaboration, a focus on service and an emphasis on accelerating the progress towards solving the greatest food and nutrition challenges of the 21st century. The process engaged both internal and external stakeholders to identify issues, set priorities and develop plans of action to help shape the future direction. At the completion of this process the Academy and Foundation set a new shared Vision where all people thrive through the transformative power of food and nutrition. The Foundation kicked off the **Second Century Member Campaign** to raise funds that address the challenges and strategic priorities identified in the Second Century process.

### **Second Century Member Campaign Goal**

The Foundation kicked off its Second Century Member Campaign at FNCE® 2016 with the goal to raise **\$5M** from Academy Members by FNCE® of 2020. A multi-tiered, peer-to-peer fundraising effort was established that leveraged Academy and Foundation Board Members, a Philanthropy Council and major donors to educate and solicit gifts from their peers. All Academy members were asked through broad appeals and segmented, targeted asks through their affiliates and volunteer committees.

The Academy donated the initial **\$1M** and a leadership challenge was established that asked all current Academy and Foundation Board members, House Delegates, Academy executive staff, past presidents and chairs, and spokespersons to contribute to the campaign and set the example for membership. Proposals were developed annually to the Commission on Dietetic Registration, DPGs, MIGs, and Affiliates.

### **What Does the Second Century Member Campaign Support?**

Donations to the Foundation's Second Century Member Campaign helps to fund people and solutions in the areas of prevention and well-being, health care and health systems, and food and nutrition safety and security. Foundation programs are expanding globally through collaboration and empowering RDNs to solve the greatest food and nutrition challenges now and in the future. More than \$3,558,557 in member support has been invested in Second Century Member Campaign related work to-date including:

**The Nutrition Impact Summit** – A 2016 Second Century Member Campaign planning meeting that included both internal and external stakeholders and brought focus to funding priorities.

**Transitions of Care Technical Implementation Guide** - A technical guidance manual for health IT vendors (including electronic health records) to ensure that nutrition intervention records are designed and implemented using eNCPT and mandated clinical terminology.

**Applied International Research Fellowship** - A year-long applied nutrition research fellowship with the Maya Health Alliance/Wuqu' Kawoq. The fellow will oversee the implementation research and quality improvement aspects of a unique garden research project currently taking place and take the lead on the data analysis and dissemination for the implementation research aspect of the project.

**Malnutrition Clinical Characteristics (MCC) Study** – A study to determine the predictive validity and inter-rater reliability of the Academy of Nutrition and Dietetics and the American Society for Parenteral and Enteral Nutrition's Malnutrition Clinical Characteristics diagnostic tool for hospitalized pediatric and adult patients, relative to a portfolio of relevant health-related outcomes. Additionally, this project will fund two fellows to support the study.

**MCC Pediatric Fellow** - Through the support of the Pediatric Nutrition Practice Group, the Foundation is funding an Academy of Nutrition and Dietetics member RDN fellow to support the Malnutrition Clinical Characteristics Validation Study. This position will be filled with a member of the Pediatric Nutrition Practice Group to participate full-time in a two-year project in collaboration with the Academy's Research, International, and Scientific Affairs (RISA) team to validate the Malnutrition Clinical Characteristics for pediatric acute care inpatients and develop a gold standard for inpatient dietitian staffing.

**MCC Adult Fellow** - Through the support of the Commission on Dietetic Registration (CDR), the Foundation is funding an Academy of Nutrition and Dietetics member RDN fellow to participate full-time in a one-year project in collaboration with the Academy's Research, International, and Scientific Affairs (RISA) team to validate the Malnutrition Clinical Characteristics for adult acute care inpatients and develop a gold standard for inpatient dietitian staffing.

**Evidence Analysis Center (EAC) Projects** – The EAC is an online resource that is a growing series of systematic reviews and evidence-based nutrition practice guidelines for registered dietitian nutritionists and other members of the health care team. Projects are developed by Academy members and the EAL relies on volunteers to help conduct evidence analysis projects.

- Unintended Weight Loss in Older Adults
- Juvenile Diabetes
- Adult Weight Management
- Nutritional Genomics/Personalized Nutrition
- Celiac Disease
- Energy Expenditure

**ANDHII Breastfeeding Registry Study** – The Research, International and Scientific Affairs (RISA) team three-year registry study to accrue data related to breastfeeding practice.

### **AUGmeNt study: Assessing Uptake and Impact of Guidelines for Clinical Practice in Renal Nutrition**

- The AUGmeNt study is evaluating implementation of evidence-based nutrition practice guidelines for end-stage renal disease. This study will look at documented RDN care to evaluate congruence with the guidelines before and after guideline education. It will also examine whether adding implementation training to the guideline education improves congruence with the guidelines.

### **Second Century Member Campaign Scholarships in Memory of Constance Geiger**

- Three \$10,000 Second Century Member Campaign Scholarships will be awarded in 2018 in memory of past Foundation Board member and longtime donor Constance Geiger, PhD, RDN, LD, CD. Preference will be given to a PhD student with an interest in global or regulatory research, a focus area of Second Century efforts to which Constance Geiger dedicated much of her time.

### **Projects funded through the support of the Wimpfheimer-Guggenheim Fund for International Exchange in Nutrition, Dietetics and Management:**

- **Middle East Dietetics Needs Assessment Outcomes and Dissemination Plans: A Policy Perspective** - Aims to understand the interlinkages between education, training, credentialing, recognition, and policy in support of impactful nutrition advocacy outcomes in the Middle East.
- **International Nutrition and Dietetics Education Practice Program** - This pilot project brought a dietitian from Karlsruhe, Germany to the U.S. for a four-week learning opportunity to support collaboration among the global food and nutrition practitioners. After the success of the pilot, there are plans to continue this program after travel restrictions are lifted due to the pandemic.
- **Wimpfheimer-Guggenheim Global Hunger Relief Grant** – This grant provided seed money for programs addressing hunger in low-resource settings, including developing countries. The grant was awarded to fund a well-designed program proposal that provided compelling models with realistic program metrics, demonstrated an understanding of the culture/setting, directly supported hunger-relief efforts, and detailed a long-term plan for program sustainability.
- **International Confederation of Dietetic Associations (ICDA) Welcome Fund** – This Fund provides \$500 USD in funding to support new members of ICDA.
- **Addressing Malnutrition in Central America Fellowship** -In collaboration with the Duke Center for International Development, the Foundation supported a fellow to serve as the co-primary investigator on a year-long project to address chronic malnutrition in Central America. The Foundation fellow conducted a mapping of existing interventions and an assessment of needed next steps.

### **The State of Food and Nutrition Series: The Impact of RDNs on Non-communicable Diseases**

- (the Series) seeks to understand the barriers to nutrition care access and how to scale up access to RDNs to help improve outcomes for three high-priority NCDs: hypertension, chronic kidney disease, and type 2 diabetes. These NCDs were selected due to their high prevalence in the U.S. and across the globe and the high costs and poor outcomes from treating individuals with these chronic diseases.

While nutrition and diet-related factors are the primary cause of non-communicable diseases (NCDs), the impact of credentialed nutrition practitioners on NCD care and outcomes is

unknown. The Academy is uniquely positioned to assess the connection between diet-related factors, nutrition professional access, and NCD care and outcomes in the U.S.

**CDR Emergency Relief Scholarship Funding (FY21)** – In response to the economic downturn due to COVID-19, the Commission on Dietetic Registration (CDR) provided an additional significant support to the Foundation’s General Scholarship Fund in FY21

Collaboration with organizations around the world is key to this new strategy to integrate research, professional development and practice that stimulates innovation and discovery, making an impact across all food and nutritional health sectors and addressing the global elimination of all forms of malnutrition.

### **Why a Second Century Member Campaign Gift Matters**

While gifts to the Annual Fund and Second Century Member Campaign are equally important and needed, gifts to the Annual Fund sustain our ongoing programs, while a gift to the Second Century Member Campaign invests in the future of our profession and supports strategic priorities such as sustainability, hunger and malnutrition. We are addressing these priorities through collaborative efforts that make a tremendous impact, empowering Academy members to optimize global health with tools, research and model programs that are helping to solve the greatest global food and nutrition challenges now and in the future. A significant Second Century Member Campaign gift can be pledged over a few years and all donors are recognized in the Second Century Member Campaign Giving Society.