

Keeping In Touch



Spring 2009

Corporate partners renew support of CFDR

Two corporate partners were recognized at Fall Annual General Meeting of the Canadian Foundation for Dietetic Research for renewing their partnership pledges to the Foundation:



Fundraising committee co-chair Lisa Beausoleil (left) presents a recognition plaque to Barb Ledermann, Lead Country Nutrition Manager, Unilever Canada and Caroline Ruzicka, Technical Management Director, Unilever North America

Unilever Canada Inc

Unilever Canada Inc. renewed its pledge to the Canadian Foundation for Dietetic Research at the Sponsor level with a pledge of \$50,000 over five years. Unilever joined as a corporate partner to CFDR in its first fundraising campaign and has been a strong supporter ever since. The company participates in the Corporate Golf Challenge and sponsors the CFDR Fun Run/Walk. In addition to the financial support that Unilever provides, the company contributes much appreciated human resources, too. Barb Ledermann serves on the Corporate Golf Challenge planning committee and Caroline Ruzicka is a member of CFDR's Board of Directors.



Fundraising Committee Co-Chair Helen Anne Dillon presents a plaque to Dr. Walid Aldoori, Medical Director, Wyeth Consumer Health Care Inc.

The Centrum Foundation and Wyeth Consumer Healthcare Inc.

The Centrum Foundation and Wyeth Consumer Healthcare Inc. renewed its pledge at the Benefactor level, with a pledge of \$75,000 over five years. The company became a corporate partner in 2001 and has demonstrated its belief in our mandate in a number of ways: Wyeth's John van der Ven served on our Board of Directors until the end of his term in 2007 and chaired our 2007 Corporate Golf tournament committee. Walid Aldoori served on a special advisory committee for our collaborative research project on vitamin and mineral supplementation. Wyeth Consumer Healthcare Inc. participates in our golf tournament and The Centrum Foundation is a sponsor of the Fun Run.



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Cutting through the noise – helping dietitians to build a healthy Canada

We have all heard the cacophony of messages about what, how much and how often we should eat. But how can dietetic educators cut through this *dietary cacophony* to share the nutrition information that Canadians need and prefer?

Catherine Morley, PhD, RD, FDC and her research team spent two years looking at how to help dietitians develop approaches to nutrition education with the view to optimizing client outcomes. Their study, funded by CFDR, is titled “Developing Evidence-based Client-Centred Nutrition Education Practice Points.”

Catherine shared information on the research project during CFDR’s Annual General Meeting and Research Breakfast in November 2009. Standing before a wallhanging illustrating some of the cacophony that consumers encounter through magazine and book covers, advertisements, news articles, cookbooks for people living with various medical conditions or for specific diet restrictions, she told the audience that the public is bombarded daily with messages about eating. “How does a nutrition educator break through all this ‘noise’ to help clients figure out what actions they will take?” she asked.



The purpose of the research project was three-fold: to develop practice guidelines to inform nutrition education practice and training; to connect these guidelines to health status; and to build capacity for

dietetic research. Catherine described that the research team recognized that preparation for nutrition education and counselling is neither standard nor defined; rather it is based on the instructors’ views, theories or a combination of both. They wanted to develop standardized, evidence-based, client centred nutrition education practice points that dietetics educators could use in planning their curricula and course content, and that preceptors could use in framing their training efforts with dietetic students.

The main research ‘product’ is what the researchers call the Collaborative Client-Centred Nutrition Education (3CNE) framework. The framework is

depicted as four concentric circles, with the client/dietitian at the centre and determining his/her course of action through consideration of factors in the other rings. The 3CNE represents the ‘swirl of ideas and information processing’ that goes on in the mind of a nutrition educator. It offers a foundational document for dietetics education as well as a conceptual framework for further research.

To view the presentation slides, visit the CFDR website at <http://www.cfdrc.ca/presentations.html>.

CFDR announces new collaborative project on dietary sodium intake

CFDR awarded a special research grant this year. The grant for nearly \$50,000 was awarded to investigate the state of knowledge in dietary sodium intake in Canada. The award is a collaborative project between CFDR and the British Columbia Ministry of Healthy Living and Sport.

Principal investigators **Anna Farmer** PhD, MPH, RD and **Diana Mager** PhD, RD began the project in January 2009. The overall purpose of the research project, according to Dr. Farmer, is “to provide an understanding of perceptions and motivations to reduce dietary sodium in different settings and situations.”

For more information, see the news release at <http://www.cfdrc.ca/newsreleases.html>. The research will be completed in 2010.

CFDR receives a special donation

Mike Hill is passionate about advancing nutrition research in Canada. For 33 years, he worked in the nutrition industry and recognized first-hand the value of research and how it can have an impact on the health of



Canadians. Mike demonstrated his commitment and support by making a special gift to CFDR.

In December 2008, Mike retired from his position as Country Business Manager with Nestlé Nutrition. When asked what he would like as a retirement gift he requested instead that the money used to purchase a gift be donated in his name to CFDR. That, Mike felt, was a more meaningful gift to commemorate his retirement.

Mike's commitment to CFDR began several years ago. In his position with Novartis Medical Nutrition, Mike saw the value for corporations in supporting a nutrition research foundation. In 2000, he joined CFDR's corporate fundraising committee, and later chaired the committee. Mike contributed greatly in encouraging his corporate peers to join him and Novartis in supporting CFDR. To expand CFDR's fundraising efforts, Mike helped to kick off the Corporate Golf Challenge, an annual event now entering its 8th year.

Mike served as a CFDR Board member from 2000 – 2003, contributing his expertise to the Foundation's governance.

When asked about his generous retirement donation, Mike says, "As a business man, I saw first-hand what a well-run, professional, lean organization CFDR is. As a professional involved in the nutrition industry for many years, I recognized the ability of CFDR to contribute in a

significant way to the nutrition knowledge base, and to make an impact on the health of Canadians. It's an organization that is worthy of support, and I'm proud to have my retirement from Nestlé Nutrition recognized in this way."

CFDR thanks Mike for his continuing support, and wishes him all the best in the new phase of his career.

Making a difference

CFDR is proud to fund a variety of research projects every year in an effort to contribute to the existing dietetic and nutrition knowledge base and ultimately to enhance the health of Canadians. We announce the projects when they begin; but donors, supporters and friends of CFDR want to know, "did the research make a difference?"

We're proud to say that CFDR-funded research does, in fact, make an impact. In a report produced this spring, we highlighted five research articles published in 2008 about CFDR projects. All are tangible examples of how the Foundation is helping to push the boundaries of nutrition knowledge, improve dietetic practice and public health policies, and provide insight into emerging issues that will shape the future of the profession.

For example, researcher Eileen Hogan studied body composition and resting energy expenditure in people with Muscular Dystrophy. The information she discovered can help dietitians reduce the significant risks of obesity in early stages of the disease, improving quality of life for boys and young men affected by MD.

In another project, Guelph researchers Judy Sheeshka and Bonnie Lacroix looked at Canadian dietitians' attitudes toward functional foods and nutraceuticals. As the line between foods, supplements, and drugs continues to blur, their research findings concerning dietitians' need to be knowledgeable about these 'superfoods' and 'pharma foods' will help to shape health policies, regulations, and the role of the dietetic profession.

These and three other projects are featured in an article entitled "Nutrition research – Making a Difference." Read the article at <http://www.cfdresearch.html>.

Please share our pride in knowing that CFDR research projects do make a difference.

CFDR thanks outgoing Board Member

Jeff O'Neill, Director of Marketing for McCain Foods Canada, was presented with a framed Lifetime Membership Certificate in recognition of his service on CFDR's Board of Directors. Jeff



Jeff O'Neill receives a Lifetime Membership certificate from CFDR's Executive Director Isla Horvath.

joined the CFDR Board in March 2006 and served until November 2008. In his first year, he chaired the Corporate Golf Challenge committee, and served as a member on the

committee the following year. As well, he worked on the Corporate Fundraising Committee for two years. CFDR is grateful to Jeff O'Neill for his contributions.

Coming Up ...

8th Annual Corporate Golf Challenge September 14, 2009

A new venue has been booked for this 8th annual event: Piper's Heath Golf Club just a few kilometres south of Highway 401 on Trafalgar Road near Toronto. The course has a reputation as a top-notch course. As well, Ontario Golf magazine awarded Piper's Heath the Best Food award for 2008. For more information on the course, visit the website at <http://www.pipersheath.com>.

Thanks to our main event sponsor **Nestlé Healthcare Nutrition**, dinner sponsor **Marketlink Solutions**, and all donors and registrants.

CFDR Research at Dietitians of Canada conference: June 4 and 5, 2009

Join us for CFDR's research presentations at the DC conference in Charlottetown. More than 50 research posters will be presented over the two days, and 25 oral presentations will be hosted by CFDR on June 5. If you're going to the conference, don't miss this chance to learn about some great research projects.

5th Annual Fun Run/Walk – June 5, 2009

The Fifth Annual CFDR Fun Run/Walk will be held in Charlottetown, PEI in conjunction with the Dietitians of Canada national conference. This event provides a great opportunity to get some fresh air and exercise after a long day of presentations, as well as a chance to contribute to nutrition research.

Participants can either pay a flat registration fee or collect pledges for the event. DC Board Member **Maureen Elhatton** has set a special goal for herself this year; she notes that 2009 is Marsha Sharp's 25th Anniversary as CEO of Dietitians of Canada. In recognition, Maureen's personal fundraising goal is to raise \$250 (\$10 for every year Marsha has been with DC). In addition, Maureen will personally match every dollar she raises, up to a maximum of \$250. To register for the Fun Run/Walk, contact Isla Horvath.

Thanks to our event sponsors:

Platinum: Nestlé Healthcare Nutrition



Gold: Dairy Farmers of Canada



**Silver: Egg Farmers of Canada
PepsiCo Canada**

... and thanks also to our Bronze sponsors, local sponsors, donors and participants.

Comments? Questions?

We're committed to establishing stronger relationships with those who support the Foundation's work.

If you have any comments or questions about material in this newsletter, or about CFDR, we want to hear from you. See page 1 for our contact information or send an Email to Isla Horvath, CFDR's Executive Director, at ihorvath_cfd@dietitians.ca.