

Keeping In Touch



Summer 2011

Canadian Foundation for Dietetic Research: celebrating 20 years



Laying the groundwork for corporate support
Jack MacDonald

In the Spring 2011 "Keeping in Touch" we kicked off a year of celebrations to mark our 20th Anniversary. Throughout the year, we are profiling those who contributed significantly to building the Foundation. In this issue, we feature Jack MacDonald, Chairman of Compass Group Canada, who laid the groundwork for CFDR's corporate fundraising program, a program which still today plays an important role in the success of CFDR.

Jack MacDonald began a lengthy and supportive relationship with CFDR in 1991, as the Foundation was just getting underway. At that time, he was working for Marriott Corporation, an organization that was just about to enter the healthcare field. Dietitians of

Canada's CEO, Marsha Sharp, contacted him to see if he might become involved in building the Foundation and he enthusiastically agreed. Back then, Jack believed that dietitians were an influential group in the healthcare sector and he believed working with CFDR was a way to get involved with them. 20 years later, Jack's respect for the dietetic profession is that much higher.

"The more I've gotten to know dietitians and the work they do, the more my respect has grown. This is a profession with the strongest worth ethic, working tirelessly to promote great health in Canada. I've never regretted my decision to work with CFDR."

Jack was a member of CFDR's founding Board of Directors and chaired the Foundation's first corporate fundraising committee, for which he recruited other corporate leaders to join him. "In our first year we didn't try to raise any money," Jack admits. "We spent a year trying to figure out our messaging. We had to understand the vision of the Canadian Dietetic Association [as DC was known then] and make sure that CFDR was complimentary to that vision."

The tag line "Together Advancing Nutrition" was developed to support the committee's fundraising efforts. Its roots are simple: DC was seen as an influential group in the nutrition and healthcare world and corporations wanted to be allied with them. They



Canadian Foundation
for Dietetic Research



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wanted to be seen as working together with CFDR for a common cause: advancing nutrition and dietetic research to enhance the health of Canadians.

“We went out and spoke to other corporations to support us. It wasn’t easy. First we had to explain the type of research we wanted to fund. Not everyone understood what “practice-based research” meant. The food sector got it, but for others it was more difficult. Once we got our messaging clear it worked well. In our first fundraising year we exceeded our targets. After that, when we spoke about the research that dietitians were doing, industry leaders were impressed.”

After moving to Compass Group Canada, Jack brought in his company as a new corporate partner, and the company continues to be a Legacy Leader partner of CFDR today. Jack is personally a strong supporter of nutrition and dietetic research, and CFDR is, he says, “near and dear to my heart. When I talk to dietitians who work for us, the first thing I ask them is if they donate to CFDR.” It’s an organization, he says, that advances the dietetic profession.

“I’m very proud to be an honorary dietitian, and display my DC membership plaque on my wall,” says Jack. Jack was recognized as an honorary lifetime member of DC for all his work on behalf of the profession—something that’s very rarely given to anyone, says Marsha Sharp. “Jack has personally contributed greatly to the growth of the profession through supporting CFDR and DC,” says Marsha. “This honorary membership is the most important way we have of recognizing his enduring commitment and the important impact he has had on advancing knowledge supporting evidence-based practice in dietetics.”

So how has fundraising changed in the past 20 years? Jack feels it has become even more challenging. Corporations are asked for money every day to support more and more charitable causes, and they all have strong cases for support. Many companies are choosing to focus their contributions, and to give meaningful amounts to organizations where their support will make a great deal of difference in fighting diseases, hunger, poverty and more.

When asked why he feels corporations should support CFDR, he answers that CFDR can help to cut down on health costs in the future. “Health care / wellness is one of the biggest issues in Canada right now. Forty seven cents of every tax dollar goes to health care, and that

number is rising. This just can’t continue. There’s so much that needs to be done in health [and nutrition] research to combat obesity, diabetes, and other growing health problems. Government can’t do it all.

Corporations and the general population need to step up and fund that important research. Dietetic researchers have an important role to play in taking a leadership role in Canadian healthcare.”

Jack is pleased with the work that he has done with CFDR. He says, “I’m proud that I was part of the initial working group for this Foundation. I’m proud of the money and awareness we raised for dietetic research, and I’m proud to be associated with this dynamic, dedicated group of professionals. It has been a privilege and an honour to be asked to be involved with CFDR, and it is one of the highlights of my 40 year career.”

Today, CFDR raises close to \$300,000 in corporate donations and sponsorships annually to support nutrition and dietetic practice research. CFDR is grateful for all that Jack MacDonald contributed to CFDR in the early days of the Foundation, and throughout the past 20 years.

Nutrition Research in Focus: Topic Search

The Canadian Foundation for Dietetic Research (CFDR) introduced a new research program last year: *Nutrition Research in Focus* (NRF) features one large-scale \$50,000

research project on a topic selected by our constituents.

We want to identify the topic of our 2012 NRF project. We started with the PEN team, asking for their expertise. As the team that manages DC’s Practice-based Evidence in Nutrition (PEN) on-line training tool they were well-positioned to identify gaps in nutrition and dietetic practice research. They highlighted five areas in which research is needed: food labeling, food safety, outcomes of dietitian intervention, natural health products, and the needs of the baby boomer.

CFDR Legacy Leader partners (those who have made a commitment of 5 consecutive years or more to CFDR) will each have a vote in selecting the topic of this year’s program. Survey Results will be announced in the fall.



Six Morgan Awards presented

CFDR announced the recipients of the 2011 Morgan awards, recognizing dietetic students for their passion for research, at the DC conference on June 16, 2011.

Cathy Paroschy Harris, CFDR President, also presented the national Morgan Medal to Jennifer Frohlich, Regional award recipient for the Alberta region.



Jennifer Frohlich, national Morgan Medal Recipient, Centre, with members of the Judging Panel Carlotta Basualda, Noella Leydon, Kerry Grady Vincent and Cathy Morley. Missing are judges Debra Reid and Patti Simpson.

In addition to the National Morgan Medal, regional awards were announced, as follows:

- Rose Hsu (BC Region)
- Stephanie Kendel (Manitoba, Saskatchewan and Northwest Ontario Region)
- Joanna Osborne (Central and Southern Ontario Region)
- David Smith (Quebec and Northeast Ontario Region)
- Valerie MacPherson (Atlantic Region)

To read about the students and their research projects see www.cfdrr.ca/newsreleases.html



CFDR created the Morgan Awards program in memory of Susan Morgan, CFDR's manager from 1999 to 2005. Susan was an ardent supporter of practice-based research. The awards recognize dietetic interns and students for their passion for research, in which Susan believed strongly.

\$135,000 awarded in 2011 Research Grants Competition

Eight research grants were awarded in the 2011 annual grants program answering the following questions :

- Can an equation to estimate energy requirements of individuals with chronic spinal cord injury be developed? (Hugues Plourde, PhD, RD)
- What issues lead to weight gain in women treated with chemotherapy for early stage breast cancer? (Vivienne A.Vance, MSc, PhD (Cand))
- What are the challenges in training priorities in entry level food service management and administrative training within Canadian dietetic training programs? (Roula Tzianetas, MSc, RD)
- How can we facilitate the adoption of guidelines to promote healthy eating in Alberta's recreational facilities? (Dana Olstad, MSc, RD)
- Why are dietitians not applying the Nutrition Care Process model in their dietetic practice? (Sophie Desroches, PhD, DtP)
- Should women with gestational diabetes follow a low glycemic index diet to improve the health qualities of breast milk? (Thomas Wolever, DM, PhD, Shannan Grant, MSc, RD, Pauline Darling, PhD, RD and Deborah O'Connor PhD, RD)
- Can the "Adaptive Mentorship®" model enhance preceptor supervision in dietetic internship? (Natasha Haskey, MSc, RD)
- How do dietitians perceive their roles in food safety? (Judy Sheeshka, PhD, RD)

For details, see the full announcement at www.cfdrr.ca/newsreleases.html.

Grants and Awards

CFDR is accepting applications to its **2012 research grants program**. Letters of intent to submit a proposal are due on September 15, 2011.

Applications to the **Morgan Awards program** are due on January 15, 2012.

CFDR is partnering with CIHR for a second year on a **Master's award**. Applications are due on February 1, 2012.

For details, visit www.cfdrr.ca

CFDR researchers encourage Canadians to put food security on the federal policy agenda

Researchers *Dr. Patricia Williams, PDt and Dr. Ellen Vogel, RD, FDC* presented the results of their CFDR-funded research project on food security at the Foundation's May 5th, 2011 Research Breakfast in Toronto. They entitled their presentation, "Food Security Policy at the Federal Level: Why are we stuck, and how can we move forward together?"

Over the past two decades, explained the researchers, our relationship with food has changed significantly. In 2007, at least 8% of Canadians experienced moderate or severe income-related food insecurity. Soaring food prices, child obesity rates, food waste and food safety concerns, together with the impact of climate change on the sustainability of our food systems, "buy-local" campaigns and private sector interest in working together for nourishing food and healthy farming and fishing communities, all suggest that food will be the defining issue of the next century. But, compared with other health and social issues, where is the political leadership? What would a strategic response to short- and long-term food challenges look like at the federal level?

To explore barriers to national food security policy, the researchers conducted key informant interviews with influential "insiders" as well as those external to government. Findings illuminated two major challenges: the evolving discourse on food security, including newer concepts of food sovereignty and community food security, created challenges in finding common ground; the complexity of determining "root causes" resulted in food security being framed as a public policy issue in multiple and at times conflicting ways. Consequently, the issue lacked "a home" at the federal level with various departments, actors and networks working in silos and sometimes at cross-purposes.

During their presentation, Dr. Williams and Dr. Vogel compared food security to other public health issues that have advanced through the policy cycle resulting in population-wide behavioural changes and attitudinal shifts. They pointed out that some of these changes were possible because the issue had visibility at the federal level: tobacco and drunk-driving policies, for example, moved ahead and changed Canadians' behaviours because they had leaders within the government

championing these issues. Where, they ask, are the champions for food security?

Dr. Williams and Dr. Vogel outlined a preliminary roadmap for change, leading to a federal food policy.

The CFDR-funded research project was a catalyst for further work by the researchers in this area. Dr. Williams spoke about how several members of the CFDR research team are now taking leadership on CURA (Community University Research Alliance) called Activating Change Together (ACT) for Community Food Security. Supported by the Social Sciences and Humanities Research Council a multi-sectoral research group of over 50 partners are working on a 5 year (2010-15), \$1 million dollar participatory action research project which supports building community capacity for citizen engagement in food policy and that is rooted in lived experiences, real community needs and innovative solutions. ACT for Community Food Security uses a diversity of tools to explore community food security, such as participatory community food security assessments, policy mapping and analysis, and exploring many diverse community perspectives through dialogues, at community, regional and national levels, interactive learning and multi-media.

Dr. Vogel and Dr. Williams encouraged CFDR and Dietitians of Canada to play a leadership role in initiating and supporting policy forums to inform the development of a national food strategy. They challenged the audience to champion food security as a key determinant of nutritional health through innovative partnerships and knowledge dissemination.

No doubt the discussions continued long after the presentation was over.

To see a summary of the CFDR-funded research project "Building capacity for food security through policy change: Exploring food security at the federal level through a systems lens" read the research report at http://www.cfdr.ca/downloads/CFDR_Research_March_2011.pdf.

To view the slides from the research presentation see <http://www.cfdr.ca/presentations.html>.

CFDR's 20th Anniversary Kicks off: "20 for 20" Campaign

CFDR kicked off a year of 20th anniversary celebrations at the DC conference in Edmonton, June 2011. "20 for 20" was a special conference



fundraising initiative. Conference attendees were asked to drop \$20 for 20 years, along with their business cards, into a donations box at the CFDR Fun Run/Walk registration desk. Four people won gift baskets donated by CFDR corporate partners. Winners of the gift baskets, and the companies that donated the baskets, are:

- Kayla Glynn, Nestle Healthcare Nutrition basket
- Janet Vercillo, Campbell Company of Canada basket
- Marlene Wyatt, General Mills Canada basket
- Nancy Saunders, Kellogg Canada basket

But the biggest winner of all was the Canadian Foundation for Dietetic Research: \$820 was collected in the donations box, matched dollar for dollar by Dietitians of Canada, for a total of \$1640.

Many people are contributing to the success of our 20th anniversary activities. Special thanks to **Rosalie Azeitona**, graphic designer from ARAMARK Healthcare. Rosalie designed the 20th Anniversary logo, and the sticker for the ballot box. Thanks, Rosalie.

Watch for more activities and announcements as we continue our year-long celebration.

Sodium Webcast Archived



Educating Consumers on Sodium: Worth its Weight in Salt is available until June 2012. The webcast, which aired live on June 28, 2011, was produced in collaboration with the Canadian Council of Food and Nutrition (CCFN.)

To sign into the archived webcast visit www.cfdr.ca.

DC conference delegates learn through CFDR poster tours

For the second year, CFDR offered a series of poster tours at the Dietitians of Canada conference in Edmonton in June 2011. 150 people signed up for tours to visit some of the 63 posters on display. Tour guides led groups of 15 people through 7 posters, stopping at each for 8 minutes for a presentation and question period.

Participants found the tours to be an excellent way to see the research posters and to hear about them from the presenters. The tours enabled good dialogue between presenters and tour participants, making for a very interactive activity.

Here are some of the comments from the conference evaluation form:

"Poster tours were a highlight of the conference for me. [It was] wonderful to see such diverse research going on in Canada."

"I loved the poster tours - what a great idea ... there was so much buzz and excitement!"

"[Poster tours were] very well attended, and the presenters did a very good job of engaging the delegates. The poster tours seem to facilitate interest as well as research sharing."

CFDR thanks the abstract review committee, chaired by Diana Mager, for organizing the tours. To see the conference abstracts visit www.cfdr.ca/abstracts.html



An engaged audience listens to a poster presentation at the CFDR Guided Poster tour session at the DC conference.

7th Annual CFDR Fun Run/Walk raises over \$16,000

200 people registered for the Fun Run/Walk held at the DC conference in Edmonton on June 16. With a 5 km walking route and 5 and 10 km running routes there was something for everyone.

Although the week had been a rainy one in Edmonton, magically the clouds parted, the sun shone and the routes were dry for the event.

Prizes were offered in a variety of categories, as follows:

- 1st place fundraiser: Assunta Alfonso
- 2nd place fundraiser: Shawna Berenbaum
- 3rd place fundraiser: Andrea Falcone
- First place, 5 km run: Kristen Yarker
- First place, 10 km run: Leanne Haney
- First place, 5 km walk: Debbie MacLellan



Warming up at the CFDR Fun Run/Walk

No CFDR event is possible without the work of some dedicated volunteers. We're indebted to CFDR Fun Run Chair **Maureen Elhatton** and her Edmonton volunteer team. Thanks, too, to Fun Run Sponsors:

Gold: Dairy Farmers of Canada

Silver: Egg Farmers of Canada
PepsiCo Canada

Bronze: The Centrum Foundation
Kellogg Canada
Unilever Canada

The 12th Annual Event takes place in June 2012 in Toronto.

Coming up:

September 12, 2011 – CFDR's 10th Anniversary Corporate Golf Challenge, Piper's Heath Golf Course, Milton, ON. Celebrate with us as we mark the 10th year of this annual golf event: enjoy a golf game, lunch, banquet, prizes, and networking. In its first nine years the Corporate Golf Challenge has raised more than half a million dollars for nutrition and dietetic practice research. Be part of the historic 10th Anniversary event. Foursome spots and sponsorship opportunities are available.

Thanks to our Main Event Sponsor:



And our lunch and dinner sponsors:



NUTRITION
DAIRY FARMERS OF CANADA

November 24, 2011 – CFDR's AGM and Research Breakfast, Toronto, ON. We celebrate our 20th anniversary at our AGM. All corporate partners and CFDR members are invited. Details will be available soon.

June 15, 2011 – Celebrity Chef Night, Toronto, ON. This new fundraising event will be the final activity in our 20th anniversary celebration. A volunteer committee is working on details now; sponsorship opportunities are available. Watch for more information in the coming months.

For information on any of the above items please contact isla.horvath@cfdr.ca; call 519 267 0755.

Comments? Questions?

We're committed to establishing strong relationships with those who support the Foundation's work. If you have comments or questions about material in this newsletter, or about CFDR, we want to hear from you. Send an email to [Isla Horvath](mailto:isla.horvath@cfdr.ca), CFDR's Executive Director, at isla.horvath@cfdr.ca, or call 519 267 0755.