

Texas Academy of Nutrition and Dietetics Strategic Plan



Vision: Optimize Texans’ health through food and nutrition

Mission: Empower Texas Academy of Nutrition and Dietetic members to be food and nutrition leaders.

FOCUS AREAS	GOALS	STRATEGIES
Member Engagement	Enhance the member experience through innovation and technology.	<ol style="list-style-type: none"> 1. Leverage advancements in technology to increase visibility and participation. 2. Develop resources to showcase member benefits at the regional, state and national levels. 3. Utilize several communication outlets highlighting progressive and diverse professional experiential trainings for practitioners at all levels. 4. Ensure inclusion of diverse backgrounds, age, expertise.
Public Trust	Increase public trust among Texans and dietetics professionals	<ol style="list-style-type: none"> 1. Provide evidence-based resources to dietetics professionals to enhance professional growth and development. <ol style="list-style-type: none"> a. Create and deliver evidence-based webinars. b. Develop and implement symposiums or seminars to inform dietetics professionals on emerging and current nutrition-related topics. c. Utilize existing and new outlets to reach dietetics professionals to engage them in lifelong learning. 2. Increase public awareness of the dietetics profession as the nutrition professional. <ol style="list-style-type: none"> a. Deliver respectful evidence-based answers to client questions about nutrition. b. Informing the public of the rigorous pathway to becoming a registered dietitian nutritionist. c. Maintain a Texas Academy presence in media outlets by disseminating evidence-based information on current and emerging trends on nutrition and health. d. Seek out opportunities to inform the public of nutrition and dietetics. 3. Maintain transparency of Texas Academy activities and relationships with other groups, organizations, and private industry. <ol style="list-style-type: none"> a. Inform members and the public of sponsorship relationships and intent of sponsorship with Texas Academy for a more informed consumer and to empower critical thinking of Register Dietitians. b. Form alliances that align with Texas Academy mission, goals and objectives via a systematic process/procedure for creating such alliances. c. Communicate to sponsors and other external groups the limitations or boundaries of endorsement or alliances.
Advocacy	The public, healthcare professionals, and policy makers trust and choose registered and licensed dietitians as the food and nutrition experts	<ol style="list-style-type: none"> 1. Strengthen the role of licensed dietitians across workplaces, communities, and governmental agencies to protect consumers. 2. Provide support to members to engage with food and nutrition policy and advocacy through participation in the legislative and regulatory processes. <ol style="list-style-type: none"> a. Communicate actively with members regarding advocacy activities and updates. 3. Improve funding to support nutrition advocacy and research at local, state, and federal levels. 4. Increase registered and licensed dietitians’ value to key stakeholders and external organizations. 5. Work collaboratively with local and state food and nutrition communities.