

Nevada Dietetic Association

Strategic Planning Workshop

Approved October 2, 2013

## **Nevada Dietetic Association Strategic Plan**

### **Goal 1: The public trusts and chooses registered dietitians as food and nutrition experts**

- 1) Promote the “brand of RD”
- 2) Establish venues for customers to access an RD
- 3) Create media outlets to disseminate information on food and nutrition
- 4) Work cooperatively with allied health professions and health and wellness agencies/organizations within the state.

### **Goal 2: NDA improves and protects the health of Nevadans**

- 1) Actively participate in Food and Nutrition policy issues.
- 2) Communicate accurate health promoting strategies to the public.
- 3) Provided opportunities for members to participate in the legislative and regulatory process at local, state and federal levels.
- 4) Develop relationships with external organizations to maximize health promotion in Nevada.
- 5) Strengthen cultural competence to address health disparities throughout Nevada.

### **Goal 3: Members and prospective members view NDA as key to professional success**

- 1) Provide relevant and valued products and services
- 2) Provide professional development and leadership opportunities to enhance knowledge and skills for success in practice, workplace and communities.
- 3) Provide access to resources that can be translated into evidence-based practice.
- 4) Achieve and sustain membership growth through emphasis on membership value.