Dr. George L. Blackburn - A surgeon, nutrition advocate, and true friend to dietetics professionals

George L. Blackburn, MD, PhD passed away on February 20, 2017 at age 81. Dr. Blackburn was born in Kansas, grew up in Missouri, served in the Navy, and completed his medical degree from the University of Kansas, his internship and residency at Boston City Hospital and his Doctorate in Nutritional Biochemistry from the Massachusetts Institute of Technology. For the past 45 years, he worked at what is now the Beth Israel Deaconess Medical Center (BIDMC) in Boston, MA.

Dr. Blackburn was a founding member of the American Society of Parenteral and Enteral Nutrition (ASPEN) in the 1970s. He pioneered gastric bypass surgery for weight loss in the 1970’s, developed the first protein sparing modified fast for weight loss and later developed the first evidence-based guidelines for weight loss surgery. Dr. Blackburn was a founding member of The Obesity Society and one of the original Principal Investigators of the National Institute of Diabetes and Digestive and Kidney Disease’ Look AHEAD trial. His development of the concept of a “multidisciplinary team approach” to nutrition support became the model worldwide. He made countless contributions to the fields of surgery, metabolism, nutritional medicine, parenteral nutrition, obesity, and nutrition and cancer. Dr. Blackburn was a member/reviewer of many editorial boards and journals, and a recipient of numerous NIH grants, honors and awards. He was nominated by Lucinda Lysen, RD, LD, RN (who was then Chair, Dietitians in Nutrition Support DPG) and become an Honorary Member of the American Dietetic Association in 1992.

As an educator, Dr. Blackburn trained over 100 Fellows in Nutrition, and taught many Boston Area Joint Dietetic Internship classes on obesity. For 25 years he was course director for the Harvard Medical School CME International Conference on “Practical Approaches to the Treatment of Obesity.”

Dr. Blackburn was truly an outstanding person who will be missed by so many of us. He had a direct impact on multiple disciplines as a surgeon, clinician, author, researcher, educator, mentor, visionary and innovator. He was a colleague and friend to many dietitians and other health care professionals. He was a tireless leader and public health advocate. He was also a wonderful husband, father, grandfather and great-grandfather to his family.

As a commemorative of his numerous contribution to the field, Friday, April 21st, was named “George Blackburn Day” in Massachusetts by way of a proclamation from Governor Baker.

Submitted by Patricia Samour, MMSc, RD, LDN, FAND former Director, Nutrition Services for 25 years at the BIDMC. The classic publication of “Skeleton in the Hospital Closet” by Drs. George Blackburn and Bruce Bistrian, which documented the incidence of malnutrition in hospitalized adults, made a lasting impression on her.
President’s Message
Valerie Machinist, MS, RD, LDN

It has been a very busy spring for MAND members!

On March 20th, we held our fifth annual Day on the Hill. Keynote speaker, Representative Marjorie Decker’s (D-Cambridge) Chief of Staff, and program speakers, Alison Kaufman, Jennifer Heinen, Adriene Worthington, Kathleen O’Neill, Lisa Brukilacchio and Alanna Mallon all spoke to Massachusetts legislators about the work they do to increase access to healthy affordable food and reduce hunger here in the Commonwealth. Thank you to Sarah Conca, our Public Policy Research Assistant, for planning such a special event.

On March 31st, we held our Annual Nutrition Convention and Exposition (ANCE) in Framingham. This event brought together over 400 nutrition professionals for a day of education, networking and delicious food! I am amazed at the work of the ANCE planning committee, thank you for another fantastic event! Thank you to our sponsors: The New England Dairy & Food Council and Olivia’s Organics, for helping to make our day a success.

Each year, MAND recognizes exceptional dietitians through various awards at ANCE. I am thrilled to recognize this year’s award winners:

- Jordan Badger, Outstanding Dietetics Student
- WaiLing Balsley, Emerging Dietetics Leader
- Kara Lydon, Recognized Young Dietitian of the Year
- Angela DiTucci, Outstanding Dietitian of the Year

In June, several MAND members will travel to Washington DC for the Academy’s annual Public Policy Workshop, where they will participate in leadership and communication training, and visit Capitol Hill to meet with members of Congress.

It has been an honor and privilege to serve as your President this year. I am grateful to the Board of Directors, who are so hard working and dedicated to MAND. You will be in great hands with your next President, Kristen Schreck.

Valerie Machinist, MS, RDN, LDN is the 2016-17 President of the Massachusetts Academy of Nutrition & Dietetics.

president@eatrightma.org

Erratum: The picture featured with the article on page 8 of the Spring Newsletter Reaching diverse students and inspiring the next generation of RDNs, was not associated with this article. We apologize for any inconvenience.
MAND Public Policy Panel (PPP) Updates

Amy Branham, MS, RD, LDN
Sarah Conca, MPA, RDN, LDN

State

• The 190th General Court of Massachusetts began its legislative session January 3rd, 2017.

• The period to submit bills for consideration during this legislative session closed on January 20th, 2017. Over 2,000 bills were submitted. The PPP is currently monitoring eleven (11) bills of significance/interest relating to nutrition, dietetics, and licensure.

• Our Annual Day on The Hill was held at the State House on Monday, March 20th, 2017. We highlighted the work of RDNs working on the area of food insecurity within the state.

• The licensure survey is still open. A first round of results has been analyzed and will be shared with DPL Director Brian Bialas. Please help the MAND PPP represent you by completing this four-question survey: https://www.surveymonkey.com/r/THZCBD2

Federal

• The Academy’s 2017 Public Policy Workshop (PPW) will take place Sunday, June 25th and Monday, June 26th, 2017 at the Grand Hyatt, Washington, D.C. To learn more, visit: www.eatright.org/ppw

• Treat and Reduce Obesity Act Reintroduced! The Academy is excited to announce that the Treat and Reduce Obesity Act of 2017 (S.830, H.R.1953) was introduced on April 4th, 2017 in both the Senate and House with the bipartisan support of Senators Bill Cassidy (R-LA) and Tom Carper (D-DE) and Representatives Erik Paulsen (R-MN) and Ron Kind (D-WI). The Treat and Reduce Obesity Act is a critical step in addressing the obesity epidemic in the United States by providing better treatment options for healthcare professionals including intervention and counseling by RDNs, and safe, innovative medications approved for obesity management. More than 175 congresspersons and senators sponsored this legislation in the previous congressional term, and the Academy is working hard to push this bill over the finish line. Take action now to encourage your representatives to sponsor this important initiative to expand professional opportunities for our members!

Want to know more? Email publicpolicy@eatrightma.org.

This list was compiled by Amy Branham, MS, RD, LDN. Amy is currently serving as Director, Public Policy/State Policy Representative on the Public Policy Panel for 2017-2018. She can be reached at amy.k.branham@gmail.com.

Hundreds Reaped Continuing Education Benefits at ANCE 2017

On Friday, March 31st, wintry weather did not prevent over 400 dietitians, students, and other health care professionals from gathering in Framingham for the 2017 MAND Annual Nutrition Conference & Expo (ANCE). With 18 educational sessions, 10 posters, and 24 vendor exhibits, attendees had the opportunity to earn up to 7.5 continuing education units. Eight sessions provided eligible credits for Massachusetts state licensure.

Educational sessions covered a variety of topics including metabolic surgery for diabetes, starting a career in sports nutrition, creating healthy food pantries, and embracing the convergence of nutrition and technology. Keynote speaker, Rick Hall, PhD, RDN, FAND, inspired the audience to apply entrepreneurial principles to solve nutrition problems and meet the evolving needs of healthcare consumers. Chris Bosso, PhD, closed the educational sessions with the convoluted history of the Farm Bill, its impact on our food landscape and nutrition assistance programs, and a plea to nutrition professionals to engage with politicians as the bill comes up for renewal in 2017-18.

While committee chairs and volunteers are taking a much-deserved break, planning will begin soon for ANCE 2018 which will take place on Friday, March 23rd in Norwood. Stay tuned for volunteer recruitment announcements in This Week @ MAND emails this summer.

Laura Andromalow, MS, RD, LDN, CDE is MAND’s Director of Education.

www.eatrightma.org
Many interesting discussions have occurred on the national level at The Academy of Nutrition & Dietetics (AND), within our MAND affiliate, as well as within the Dietetic Practice Groups (DPGs). There will be several upcoming opportunities to provide feedback when the AND “Mega Issues” are released over the summer in preparation for the Fall House of Delegates (HOD) meeting at FNCE in Chicago. Please let your delegate know your thoughts on these matters.

**Background:** The Academy will celebrate its 100-year anniversary as a profession with a kickoff at FNCE in Chicago in October. The Second Century report and materials were released earlier this year to record our history and propose new opportunities. As we look forward to entering the next century, The Academy has been soliciting input from individual members and affiliate groups as to where they envision themselves professionally in the future. To take full advantage of new opportunities, The Academy and MAND are prepared to help members enhance their skills and knowledge in preparation for the future. AND has developed a new vision, mission and principles statements which reflect this new direction for the next century.

**New Vision**
A world where all people thrive through the transformative power of food and nutrition.

**New Mission**
Accelerate improvements in global health and well-being through food and nutrition.

**New Principles**
The Academy of Nutrition and Dietetics and our members:

- *Integrate research, professional development and practice to stimulate innovation and discovery*
- *Collaborate to solve the greatest food and nutrition challenges now and in the future*
- *Focus on system-wide impact across the food, wellness and health care sectors*
- *Have a global impact in eliminating all forms of malnutrition*
- *Amplify the contribution of nutrition practitioners and expand workforce capacity and capability*

To position members as we move into the new century with our new and/or expanded skills, we as individuals can seize the opportunity to be up-to-date on cutting edge topics around national and global health, food technology, genetic research and enhanced communications. The Spring HOD meeting focused on Future Practice. To expand opportunities for members to provide input, The Academy trained members of the House of Delegates (HOD) during with the fall and spring HOD meetings to use a management tool called Appreciative Inquiry (AI). The goal was to use the AI process and tools during the recent “Open Space” meetings, both on the national level (HOD) and within state affiliates and the DPGs. The “Open Space” meetings were designed to help members envision their future and provide feedback to their state. The AI also serves as a vehicle for members and states to propose potential projects for The Academy and state affiliates to plan for the future with a strong emphasis on prevention and wellness in community and other settings. For more information please go the Academy’s website to the HOD pages (www.eatright.org/hod).

**ACEND report on education:** Another important area of discussion has been on the future education and training of professional RDNs and NDTRs and accreditation standards. This is not only important for students and educators, as it spells out the requirements for bachelor and graduate degrees, but is also an important area for our members who work in a team setting and/or who are in managerial positions, responsible for building a team with members whose training and skills complement one another. Please refer to the ACEND study and proposals for the qualification of Associate membership categories. The documents referenced in this article are available on the eatright.org (“http://eatright.org”) website.

It has been an exciting year. Thank you to all MAND members who provided their thoughts and creative ideas on these important discussions which helped point the way to our collective future. I have enjoyed serving as your MAND Delegate for the past three years, and leave you in more than capable hands with Joan Salge Blake serving as your incoming MAND Delegate.

*Cynthia Taft Bayerl, MS, RDN, LDN, FAND is serving as MAND’s delegate to the Academy House of Delegates.*
MAND Holds 5th Annual Legislative Day on the Hill

On Monday, March 20th, 2017, MAND held its fifth annual “Day on the Hill” at the State House.

This year’s event was an opportunity to introduce legislators to the newly-named MAND and the work of RDNs in a variety of settings linking their clients to existing municipal food resources and building coalitions to create new resources for people who previously did not have access, some due to unrecognized need and hidden pockets of food insecurity. The event also was an opportunity for dietetic interns from UMass Amherst and the greater Boston area to learn about the many ways to participate in creative collaborations with other organizations to increase access to nutritious food.

MAND president, Valerie Machinist, kicked off the event by presenting Governor Charlie Baker’s Proclamation of March 2017 as “National Nutrition Month® in Massachusetts.” She then introduced Stephanie Sanchez, chief legislative aide to state representative Marjorie Decker (D-Cambridge), recipient of the Greater Boston Food Bank’s Public Advocate of the Year award in October 2016. Although unable to attend the event, Rep. Decker expressed her praise for the work of those addressing the important challenge of food insecurity, and talked about her own experience growing up in a food-insecure home in Cambridge. She also called upon the legislature to support public policy to reduce food insecurity, including the Massachusetts Food Trust, a public and private fund dedicated to investing in healthy food retail outlets in low-income communities statewide.

Program speakers included MAND members Alison Kaufman and Jennifer Heinen of Jewish Family & Children’s Service and Adriene Worthington of The Greater Boston Food Bank. Non-RDN partners who presented were Kathleen O’Neill of the Single Stop food pantry at Bunker Hill Community College, Lisa Brukilacchio of Cambridge Health Alliance and Alanna Mallon of Food For Free.

MAND would like to thank Simmons College Professors Lisa Brown and Sharon Gallagher and the dietetic interns and students of the Community Nutrition #381 class for their key contribution to the event, as well as the PPP members and others who volunteered their time to make this annual event a success. We hope to hear from any members who have ideas for next year’s event or wish to volunteer. Please email publicpolicy@eatrightma.org for further information.

Sarah Conca, MPA, RDN, LDN is MAND’s Public Policy Research Assistant. Sarah has worked for MAND for six years, supporting the education, engagement and advocacy work of MAND’s Public Policy Panel.

Socials for Success

Socials for Success (SFS) is the MAND group to follow if you’re a new RDN, intern, or student. SFS hosts fun events focused on sharing ideas, experiences, and building relationships with fellow RDNs & soon-to-be RDNs. In March, several of us came together at Sacco’s Bowl Haven in Somerville for candlepin bowling, delicious flatbread pizza, and the name of our game: networking! Come join the fun as you start or boost your career with us. To join our listserv, email Joy & Elissa at Socials4Success@gmail.com.
In Recognition, from The Academy of Nutrition and Dietetics Foundation: Congratulations!

Thank you for your continued support of the Foundation and our Second Century! The following list highlights the MAND members who have generously donated to the Second Century Campaign:

- Ainsley, Barbara M
- Driscoll, Julie A
- Gann, Margery J
- Marino, Elizabeth A
- Offenberger, Elisabeth Ann
- Page, Melissa M
- Puelzl-Quinn, Adelaide M
- Weithman, Christine K
- Wilczek, Tracy L

Congratulations to Kris Mogensen MS, RD-AP, LDN, CNSC, an in-patient RD at Brigham and Women’s Hospital who recently passed the Advanced Practice (AP) clinical exam.

MAND Awarded Diversity Mini-Grant for Second Year in a Row

Jennifer Heinen, MS, RD, LDN

In 2016, the Massachusetts Academy of Nutrition and Dietetics (MAND) was awarded a $1,000 Diversity mini-grant from the Academy of Nutrition and Dietetics to implement a robust outreach program to increase diversity within the profession. This grant allowed us to successfully reach high school students across the Greater Boston area to promote nutrition as an attractive and exciting career path. This year, MAND was again awarded $1,000 to continue and grow this important initiative.

As part of this program, MAND members have presented at several schools in Boston (such as Community Academy of Science and Health, and Edward M Kennedy Academy of Health Careers) to share their career stories and talk about the vast array of job opportunities as a dietitian. Many of the students reached are interested in health sector jobs but are not aware that nutrition is a profession that they can choose.

Through these activities, we have reached over 200 students in our first year and hope to increase our reach in the second year. We have also established an award that provides $50 towards Academy of Nutrition and Dietetics student membership to up to three students from diverse backgrounds each year.

The additional funds from the mini-grant will help us expand our program to appoint a Diversity Committee within MAND to grow our reach statewide and generate new ideas for increasing diversity and attracting a diverse member base. We hope to continue building our partnerships with the Boston Organization of Nutritionists and Dietitians of Color, Inc., the Simmons College Diversity Mentorship Program, and other committees within MAND. We also aim to explore programming to improve cultural competency for MAND members.

The importance of diversity in dietetics can be seen in the demographics of our membership, which do not yet fully reflect the diversity of our clients, patients, and the nation. It is clear that our members also consider this to be an important initiative, as seen in the high amount of interest in participating in diversity outreach activities by MAND volunteers.

If you are interested in participating in MAND diversity initiatives or for more information, please website at jenniferkheinen@gmail.com

Jennifer Heinen, MS, RD, LDN is the MAND State Professional Recruitment Coordinator and Diversity Liaison to the Academy of Nutrition and Dietetics. She has a private practice based out of Cambridge, MA and also works as a community dietitian at the Jewish Family & Children’s Service of Greater Boston.
As nutrition and food experts, dietitians play a central role in guiding clients to make food-related behavior changes. These changes may be related to disease processes such as diabetes, hypertension, or cardiovascular disease, or to weight management struggles. We also play a role in helping clients recover from eating disorders including anorexia, bulimia, binge-eating disorder, and compulsive overeating.

Our clients often experience shame and guilt when their goals and meal plans are overcome by cravings, rebellion from external programs again, or simply giving up and reverting to old habits. One inevitable aspect of change is feeling deprived and resentful at having to change. In addition, there is the self-criticism if the changes are not maintained. Dietitians can support clients to accept the discomfort of shifting habits.

In order to ensure potential for lasting change, dietitians continue to seek treatment modalities that lead to lifelong success. Current tools available to dietitians include: goal-oriented cognitive behavioral therapy; open-ended questions, reflective listening, and values clarification tools within the motivational interviewing model; and the mindfulness-based therapy model of Acceptance and Commitment Therapy. These models have some effectiveness, yet do not address the self-protective function of polarized cognitions regarding eating (“eat” / “don’t eat” and “should” / “shouldn’t”) and the resultant disordered behaviors like bingeing, restricting and overeating. We also need a way to identify the emotional and physical triggers driving this internal dialogue. The fear of loss of control, negative self-evaluations, and self-blaming or self-shaming thoughts feel real and often seem to sabotage our work.

The Internal Family Systems (IFS) is an evidence-based model that provides an understanding of what our clients experience. It’s an innovative and enriching philosophy of practice that invites the dietitian and patient to enter into a transformational relationship in which healing can occur.

Richard Schwartz, PhD developed IFS while working with eating disorder patients. He heard his patients refer to the “extensive internal conversations, with what they called different parts of themselves.” The IFS model of communicating with clients enabled them to tap into a whole, unbroken aspect of themselves, a place within that he termed “Self.” He describes Self as “those luminous moments of clarity and balance, inner plenitude and open heartedness” that help relieve the “nasty chatter inside our heads.”

Health care providers who use the IFS model notice that conversations with patients take on an abundant and fruitful flavor and offer sensitivity and acceptance to the whole of the client. Clients experience relief at knowing it’s a part of them that overeats, restricts or purges, eats fatty foods that contribute to high cholesterol and diabetes, or defeats their exercise attempts; it’s not all of them. Therefore, guilt, shame, embarrassment, and humiliation are reduced and there is space to move forward.

For more information on Internal Family systems, go to www.SelfLeadership.org.

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Diana Cullum-Dugan, RDN, LDN, yoga therapist, IFS practitioner
On May 3rd, CMDA presented the Journal Club: Practice Paper of the Academy of Nutrition & Dietetics: Social Media and the Dietetics Practitioner: Opportunities, Challenges and Best Practices. The attendants had a rich discussion, conducted by CMDA member, Siva Panchamoorthy.

Research reveals that internet has become the primary source of health and nutrition information for many consumers. According to Pew Research Center and Marketing Land, 72% of internet users go online to find information about their health, 56% of Americans have a profile on a social networking site and nearly 80% of social media time is now spent on mobile devices.

Today, social networks are driving new forms of social interaction, dialogue, exchange, and collaboration. Social media has changed the way people communicate, receive news, promote brands, and debate topics. Dietitians can take advantage of the growing social media movement to better communicate food and nutrition information and advertise their businesses to promote science-based information, address and correct food and nutrition misinformation, provide practical food and nutrition advice, and market their businesses.

The participants agreed that social media gives them visibility and recognition as nutrition experts, helps them connect with others, and expands their professional networks. However, there are many individuals without any credentials in the field of nutrition providing nutrition advice on social media. Therefore, Dietitians are encouraged to make their platforms engaging, welcoming, honest, and science-based in order to provide the public with accurate information.

As media have become a primary source for public health information, its credibility has received increased scrutiny. In order to engage ethically and professionally in social media, Dietitians can start with the Code of Ethics for the Profession of Dietetics. Nutrition and dietetics practitioners must stay informed about the ethics and risks of engaging in social media. They should ensure that posts are accurate and science-based, observe copyright laws, maintain privacy and confidentiality of clients, and review the policies, guidelines, disclosures and disclaimers for participation on any of social media pages.

It is also important to keep personal and professional profiles separate, share only information from credible sources, and maintain transparency when promoting a product or service. When creating a blog or website, nutrition and dietetics practitioners should create and post the terms of service and a privacy policy for their sites. When advertising sponsored content, it should always be done with integrity, including a clear disclaimer close to the post stating your connection with the sponsor.

When posting on social media, practitioners should always be mindful of the copyright laws. Citing sources should be a general practice on social media even though attribution and citing a source is not sufficient to avoid infringement. As social media platforms are growing exponentially and new technologies are emerging, nutrition and dietetics practitioners need to select the right strategies to pursue their individual goals. Consider what you hope to achieve: keep up with nutrition trends, network with colleagues, and promote products and services to build a business.

In conclusion, the participants agreed to the urgency with which Nutrition and Dietetics Practitioners need to embark on social media. In order to capitalize on social media’s multi-platform benefits, you need to be prepared for the risk social media can pose. So the CMDA group agreed to educate themselves of what it takes to be an active and contributing part of Social media which led to a group request for a social media expert presentation for our next CMDA meeting.

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Dietitians on Social Media: Promoting and Protecting Your Work
By Neva Cochran, MS, RDN, LD, FAND, and Debra King, MS, RDN, LD, FAND

*Today’s Dietitian*, Vol. 17 No. 10 P. 50


Ioana Santau, RDN, LDN is Treasurer for the District of Central Massachusetts Dietetic Association (CMDA).
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"Don't eat anything your great-grandmother wouldn't recognize as food."
~ Michael Pollan

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