

CANDWE

CALIFORNIA ACADEMY OF NUTRITION AND DIETETICS WEBINAR EDUCATION

Webinar Education RFP Overview

The California Academy of Nutrition and Dietetics is requesting proposals from speakers for our webinar education program. Content should be based on the latest research with practical applications related to clinical, community, food service, education, public policy, consulting, private practice/ entrepreneurship, and professional communication. We are seeking speakers with new research-based content to share with our webinar attendees.

All proposals must be submitted through a request for proposal (RFP) online process. We will be accepting submissions ongoing throughout the year and during the Annual Conference RFP selection process. Webinars will be hosted through the CA Academy of Nutrition and Dietetics website and all webinars will be recorded and available to purchase after the original live broadcast. Webinars may be sponsored or non-sponsored. All sponsored webinars must follow the CA Academy Sponsorship Policy Guidelines. (See below sponsorship guidelines)

Please review the detailed guidelines on the following pages before submitting your proposal.

General Guidelines

- All proposals must be submitted online at <https://www.surveymonkey.com/r/CANDWE>.
- Proposals submission is ongoing and are accepted throughout the year.
- Incomplete proposals will not be considered.
- **Sponsored speakers/sessions will be considered, but the content must be educational and not commercial. CA Academy sponsorship guidelines will apply for webinar sessions. Include the sponsorship guidelines or provide link to the guidelines.**
- If the speaker is not sponsored, the California Academy can provide one of the following compensation package:
 - Speaker Honorarium: \$500 per speaker with limit of two speakers per webinar.

**California Academy of Nutrition and Dietetics
2018/2019 Webinar Programs**

Areas of Interest

California Academy members have expressed interest in education sessions focused on the following areas. Please review this list and think about how you can submit an education session proposal that falls into one of the three broad categories or one of the more narrowly defined areas within each category.

| <u>CLINICAL PRACTICE & PUBLIC HEALTH</u> | <u>FOOD SYSTEM RESEARCH & APPLICATION</u> | <u>PROFESSIONALISM & ADVOCACY</u> |
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| <p>Advances in Research</p> <ul style="list-style-type: none"> ○ Advances in the Care of Patients with Renal Disease ○ The Gut Microbiome ○ Diabetes Management/Lifestyle Coaching ○ Updates on Weight Management <p>Clinical Nutrition</p> <ul style="list-style-type: none"> ○ Elimination Diet ○ Bariatric Surgery & Nutrition Intervention ○ Diagnosing Malnutrition: Nutrition Focused Physical Exams ○ Eating Disorders ○ Intuitive Eating & Behavior Change ○ Functional Medicine ○ Maternal, Prenatal and Infant Nutrition ○ Update on ASPEN Guidelines <p>Public Health</p> <ul style="list-style-type: none"> ○ Evidence-Based Community Health Programs ○ Nutrition Marketing: Messages That Motivate ○ Wellness and Disease Prevention ○ Social Determinants/ Food Access | <p>Agriculture & Food Production</p> <ul style="list-style-type: none"> ○ Bioavailability & Other Benefits of Food Processing ○ Communicating to Consumers About Biotechnology in Food & Farming ○ The Safety of Crop Protection in Organic, Conventional, Biotech Agriculture Systems <p>Culinary Arts & Food Science</p> <ul style="list-style-type: none"> ○ Alternative Sweeteners ○ New and Improved Nutrition Facts Label ○ Sodium Reduction Strategies <p>Foodservice Management</p> <ul style="list-style-type: none"> ○ Menu Marketing Strategies: What drives sales of healthy items? ○ New Tools & Technology for Foodservice Operations ○ Artificial Intelligence: Future of Kitchens ○ Staff Training: What works? What motivates? | <p>Professional Development & Leadership</p> <ul style="list-style-type: none"> ○ Ethics and Professionalism ○ Verbal Communication ○ Strategic Planning <p>Public Policy and Advocacy</p> <ul style="list-style-type: none"> ○ Policies and Regulations Affecting Nutrition Practice in California ○ Regulatory Guidelines Update <p>Business and Private Practice</p> <ul style="list-style-type: none"> ○ Entrepreneurship ○ How to Start Your Own Business <p>Technology and Social Media</p> <ul style="list-style-type: none"> ○ Advances in Telehealth ○ Using Social Media to Enhance Your Practice |

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Proposal Requirements

Please submit the following information using the Survey Monkey online Webinar Education submission form, <https://www.surveymonkey.com/r/CANDWE>. A complete proposal must include all of the following components:

- Speaker name and credentials, as you want them to appear for the Webinar Education program marketing purposes
- Speaker title and affiliation
- Speaker contact information, including mailing address, daytime phone, and email
- Speaker presentation experience (Curriculum Vitae) at past conferences or webinars.
- Sponsor company name, if applicable
- Sponsor contact representative name and contact information, if applicable
- Proposed session length is 1 hour
- Suggested Title
- Session Abstract (less than 200 words, to be used for marketing purposes)
- Three learning objectives
- Suggested Learning Need Codes and Performance Indicator Codes
- Speaker Bio (less than 200 words, to be used for marketing purposes and speaker introduction at conference, if the proposal is accepted)
- Speaker Photo (to be used for marketing purposes, if the proposal is accepted)

Evaluation Criteria

Proposals will be reviewed by the Webinar Planning Committee based on the following criteria:

- Is the topic timely and relevant to one of the areas of interest of our members?
- Does the speaker provide an innovative perspective or a unique approach to the topic?
- Is the speaker a recognized expert in this topic area based on years of experience, research, or education?
- Sponsored sessions will be reviewed to ensure sponsorship guidelines are followed.

All proposals must be submitted online at: <https://www.surveymonkey.com/r/CANDWE>

Notification of acceptance of submission will be sent via e-mail.

Webinar sessions will be presented throughout the year.

For Questions, contact
Webinar Planning Committee Chair
ccraigRD@gmail.com

California Academy of Nutrition and Dietetics SPONSORSHIP POLICY

California Academy of Nutrition and Dietetics (CAND) provides a robust schedule of professional networking, continuing education, and community nutrition service events. Our vision is to optimize California's health through food and nutrition. Our mission is to empower our members to be California's food and nutrition leaders. The California Academy welcomes key collaboration (e.g., networking, sponsorships, and advertising) opportunities to organizations, businesses, and companies that align with our mission and vision. The California Academy can work jointly with you to generate mutually beneficial outcomes. We look forward to working with you to produce a healthful and fruitful relationship.

In order to collaborate with the California Academy, please use this checklist to determine if your organization, business, or company is in alignment with our vision, mission, and values.

Integrity

- Sponsor's vision and mission should align with the California Academy's vision, mission and strategic goals.
- Scientific accuracy is based on evidence-based research.
- Sponsor presents a balanced view, based on research, of a controversial issue in which the sponsor has a stake.
- Sponsor would be responsible, as agreed, for all direct and indirect costs associated with the project.

Health

- Foods and beverages items strive to provide recommendations outlined in the 2015-2020 Dietary Guidelines for Americans.
- Educational campaigns and marketing material provide evidence-based research information and are in line with the 2015-2020 Dietary Guidelines for Americans.
- Marketing strategies targeted to children should meet the *Recommendations for Responsible Food Marketing to Children by Healthy Eating Research*, a national program of the Robert Wood Johnson Foundation, 2015 (http://healthyeatingresearch.org/wp-content/uploads/2015/01/HER_Food-Marketing-Recomm_1-2015.pdf)

Transparency

- Names of sponsors will be disclosed on printed and electronic forms of communication such as www.dietitian.org.
- Sponsor of a speaker must meet sponsorship guidelines.

Updated November 2018