



Strategic Plan Overview 2016-19

MISSION, VISION, AND VALUES

MISSION:

Leading the future of pediatric nutrition through education, research, service, and policy/advocacy.

VISION:

PNPG members are leaders in promoting optimal nutritional health of infants, children, and adolescents.

VALUES:

- **Excellence:** PNPG members are involved in the development, implementation, and evaluation of evidence-based principles in nutrition policy, programs, services, and research.
- **Leadership:** PNPG members will be recognized as leaders in the field of pediatric nutrition by the Academy, the ANDF, and by other agencies, consumers, health care professionals, and public policy makers.
- **Communications:** PNPG will promote timely and effective communication among nutrition and other health care professionals, and to the public.
- **Collaboration:** PNPG will promote open dialogue, cooperation, and the sharing of knowledge.
- **Social Responsibility:** PNPG will advocate for infants, children, and adolescents on issues affecting nutritional health.
- **Inclusivity:** PNPG will demonstrate respect and sensitivity toward and an appreciation for the backgrounds, differences, and points of view of others.
- **Service:** PNPG will provide services, materials, and resources to its members and other health care professionals and organizations that promote the mission of PNPG.
- **Family:** PNPG will recognize the pivotal role of the family in pediatric nutrition.

Pediatric Nutrition

a dietetic practice group of the
 Academy of Nutrition and Dietetics

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OVERALL GOALS AND STRATEGIES

GOAL 1: Facilitate excellence in practice through professional development	GOAL 2: Promote and enhance opportunities for networking among PNPG members	GOAL 3: Influence key pediatric health promotion and policy initiatives	GOAL 4: Promote PNPG members as the pediatric nutrition experts
Strategy 1: Provide professional development opportunities to PNPG members using a variety of methods, media, and technology.	Strategy 1: Continue developing support for key areas of practice within pediatric nutrition with identification of member-experts and interaction among interested members.	Strategy 1: Promote PNPG involvement in national public policy initiatives.	Strategy 1: Encourage active participation and collaboration with other nutrition and/or pediatric professional groups.
Strategy 2: Foster and promote PNPG member involvement in research and evidence-based practice.	Strategy 2: Enhance website and social media use by PNPG officers and members to promote PNPG mission.	Strategy 2: Promote interaction between PNPG and other DPGs to support Academy public policy initiatives.	Strategy 2: Raise public awareness of the pediatric RDN's specialized knowledge and expertise.
	Strategy 3: Provide opportunities for student/intern involvement in PNPG.	Strategy 3: Foster PNPG member engagement in public policy activities.	

GOALS, STRATEGIES, TACTICS, AND RESPONSIBILITIES

Goal 1: Facilitate excellence in practice through professional development

Strategy 1: *Provide professional development opportunities to PNPg members using a variety of methods, media, and technology.*

Tactic 1: Provide four issues of *Building Block for Life* annually.

- Responsible: BBFL Editor and Co-editor with support from Professional Development Chair

Tactic 2: Provide a minimum of two webinars and/or live or web-based CPEU opportunities annually.

- Responsible: Professional Development Chair and Co-chair

Tactic 3: Use member-preferred methods for obtaining CPEUs and explore other opportunities for alternative interactions and professional education.

- Responsible: Professional Development Chair and Co-chair

Tactic 4: Maintain up-to-date information on the website regarding national pediatric conferences and a listing of CPEU opportunities.

- Responsible: Electronic Communications Chair and Co-chair

Tactic 5: Engage PNPg members at FNCE through education and networking at the PNPg Spotlight Session, the DPG showcase, the annual member meeting, and the member reception.

- Responsible: PNPg Executive Committee

Tactic 6: Provide stipend(s) through an application and lottery system for members to attend selected professional meetings.

- Responsible: Professional Development Chair and Co-chair

Strategy 2: *Foster and promote PNPg member involvement in research and evidence-based practice.*

Tactic 1: Provide resources to educate members on the research and evidence-based practice processes.

- Responsible: Professional Development Committee

Tactic 2: Promote research grants and published research award.

- Responsible: Grants and Awards Committee

Goal 2: Promote and enhance opportunities for networking among PNPG members

Strategy 1: *Continue developing support for key areas of practice within pediatric nutrition with identification of member-experts and interaction among interested members.*

Tactic 1: Evaluate current specialty group priority areas and function.

- Responsible: Member Support Chair and Co-chair with support from the Executive Committee

Tactic 2: Encourage *Building Block for Life* editors to work with specialty group leaders as an information resource.

- Responsible: Member Support Committee and Professional Development Committee

Tactic 3: Identify content experts (to serve as a resource for publications, position papers, and other needs) via posts on website community forum as well as by gathering data from past/present specialty group leaders, Academy spokespersons, and PNPG mentors.

- Responsible: Member Support Committee, Publications, Public Relations

Tactic 4: Provide mentoring opportunities to PNPG members.

- Responsible: Member Support Committee

Strategy 2: *Enhance website and social media use by PNPG officers and members to promote PNPG mission.*

Tactic 1: Increase PNPG leaders' familiarity with website functionality and other electronic communications (monthly e-blasts, dedicated e-blasts, social media platforms, etc.) to ensure a broad reach for communication with members.

- Responsible: Electronic Communications Team and Executive Committee Members

Tactic 2: Ensure current, relevant, and interesting information on the website and social media outlets is regularly updated to include content for members and for the public.

- Responsible: Electronic Communications Team with support from Executive Committee members

Tactic 3: Identify best practices in electronic communications with PNPG membership through use of campaign tracking tools, trends in member survey responses, and other feedback from members.

- Responsible: Electronic Communications Team, Member Support Committee, and Executive Committee members

Strategy 3: *Provide opportunities for student/intern involvement in PNPG.*

Tactic 1: Maintain a student reduced-rate membership and encourage enrollment.

- Responsible: Executive Committee

Tactic 2: Provide student-focused content and resources on the PNPG website.

- Responsible: Member Support Committee, student volunteers, Electronic Communications Team

Tactic 3: Promote PNPG Pre-Professional Scholarship and Glenda Bible Memorial Scholarship.

- Responsible: Grants and Awards Committee

Goal 3: Influence key pediatric health promotion and policy initiatives

Strategy 1: Promote PNPG involvement in national public policy initiatives.

Tactic 1: Create annual public policy action plan based on current public policy goals.

- Responsible: Public Policy Committee

Tactic 2: Participate in Academy's national public policy training initiatives on an annual basis and update PNPG members about public policy issues and activities.

- Responsible: Public Policy Committee

Tactic 3: Utilize branding to easily identify PNPG public policy committee members during correspondence with legislators, other PNPG members, and other outside organizations.

- Responsible: Public Policy Committee

Strategy 2: Promote interaction between PNPG and other DPGs to support Academy public policy initiatives.

Tactic 1: Identify potential DPG public policy partners and ways to collaborate on child nutrition issues.

- Responsible: Public Policy Committee

Tactic 2: Identify PNPG members with relationships to Academy initiatives and DPG public policy partners.

- Responsible: Public Policy Committee

Strategy 3: Foster PNPG member engagement in public policy activities.

Tactic 1: Develop grassroots efforts to encourage member participation in Action Alerts.

- Responsible: Public Policy Committee

Tactic 2: Determine best practices to engage members in responding to Action Alerts.

- Responsible: Public Policy Committee and Electronic Communications Team

Tactic 3: Encourage PNPG leadership participation in Action Alerts.

- Responsible: Public Policy Committee and all Executive Committee members

Tactic 4: Feature members' successes in public policy on website and in social media.

- Responsible: Public Policy Committee, Electronic Communications Team, Public Relations

Goal 4: Promote PNPG members as the pediatric nutrition experts

Strategy 1: *Encourage active participation and collaboration with other nutrition and/or pediatric professional groups.*

Tactic 1: Encourage joint ventures/projects with other Academy organizations including DPGs and the Kids Eat Right program as well as with outside associations such as the American Academy of Pediatrics, ASPEN, and Feeding America.

- Examples: collaborating with other DPGs celebrating their 40th anniversaries at FNCE 2018; the Neonatal Malnutrition Ad Hoc Committee collaborating with the Academy and ASPEN on a neonatal malnutrition consensus statement; the DPG Coaching Collaboration working on a Certificate of Training Program in coaching (WM DPG, SCAN, NE, DIFM, PNPG); the NICU RDN Recognition Ad Hoc working with the Council on Future Practice; FNCE Mothers' Room with PH/CN and WH, collaborating with other DPGs on HOD Mega-Issues; partnering with the Kids Eat Right program.
- Responsible: Executive Committee

Tactic 2: Identify members actively involved in collaborations and share information on joint projects using social media and other channels for communication.

- Responsible: Public Relations, Electronic Communications Team, Executive Committee members

Strategy 2: *Raise public awareness of the pediatric RDN's specialized knowledge and expertise.*

Tactic 1: Use social media to disseminate information to the public including the PNPG Facebook page and Twitter account as well as other Academy-approved social media outlets.

- Responsible: Electronic Communications and Public Relations

Tactic 2: Promote use of the "Find an Expert" search tool available at www.eatright.org by providing a link from the PNPG website, and encourage PNPG members to enroll under "My Account" at www.eatrightpro.org.

- Responsible: Electronic Communications Team