



## PRESIDENT'S MESSAGE

Hello Philly AND!

I hope all of you had a wonderful holiday and a happy new year. If you're still considering some professional goals to set for the new year, I would like to invite those of you who would like to take a more active role in our organization to volunteer as a board member. We are currently opening applications for the 2019-2020 year. If you are interested or would like more information, please email our Nominating Chair, Anita Anim at [aanim1890@gmail.com](mailto:aanim1890@gmail.com). It's been a rewarding experience for me and I know you'll find it to be one too.

I don't know if you caught my introduction but if you did, yes! We are finally excited to announce our new name change that our former board members worked so hard on last year. After diligent deliberation, along with many other local Academy chapters, our Philadelphia district made a decision to update our name to align with the Academy of Nutrition and Dietetics. We changed our name from PDA (Philadelphia Dietetic Association) to Philly AND (Philadelphia Academy of Nutrition and Dietetics). You may have even noticed the new logo on the newsletter!

I thank everyone for your patience with our website but I think you will all agree that it will be well worth the wait! In the meantime, please follow us on Facebook as we update it regularly. We will be announcing our new website during National Nutrition Month. I can't wait.



Finally, don't forget to check out PAND 2019 Annual Meeting and Exhibition in Pittsburgh this year from March 29-30. Registration is open!

Ha Nguyen, RDN  
*President, Philly AND*

## IN THIS ISSUE

|                            |     |
|----------------------------|-----|
| PRESIDENT'S MESSAGE        | 1   |
| RECAP ON OUR EVENTS        | 2   |
| USING SOCIAL MEDIA         | 3-4 |
| SAVE THE DATE              | 4   |
| EXPERIENCES AS RDS         | 5-6 |
| AWARDS FOR 2019 PHILLY AND | 6   |

## FUTURE EVENTS

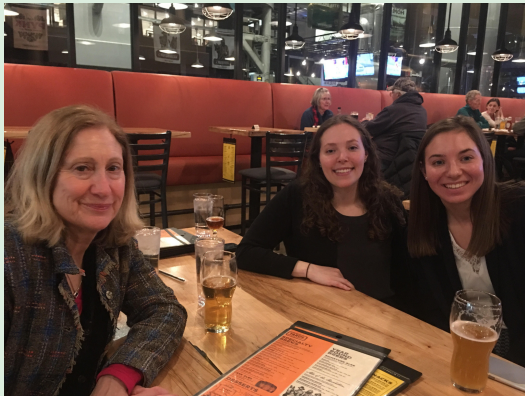
**February 27, 2019 @ 12:00PM:** Get Ready To Hit The Live Button: How To Live Stream To Promote Sound Nutrition And Your Brand

**March 2019:** National Nutrition Month

**April 2019:** MANNA & PHILLY AND

## RECAP ON OUR EVENTS

Yards Holiday Happy Hour:



PDA & Wissahickon Warriors Yoga:

Thank you to everyone that came out on Sunday, November 4th to enjoy some yoga and beer :). We had a great turnout and are looking forward to more yoga/brewery events to come this year!



## RECAP ON OUR EVENTS

CEU webinar event:

We had a successful webinar, “The RISE of the gluten free diet – Who? What? Where? When? Why?”, presented by Emily Rubin, RD on Monday, December 10th.

Emily has an extensive background related to GI disorders during her time working with the Division of Gastroenterology and Hepatology at Thomas Jefferson University. The presentation updated us on what made the gluten free diet popular, how celiac disease is diagnosed, what advice you should give patients who have gluten insensitivity or celiac disease, and how to continue working with patients who may still present with the condition (finding the smallest food sources!). It truly seems like sometimes you have to dig deep into a person’s diet because even the smallest amount of gluten can cause a huge reaction. Thanks Emily!!

Amanda Kopetsky, RD  
Council on Practice Chair



## USING SOCIAL MEDIA TO PROMOTE YOUR BRAND: WHICH PLATFORM IS FOR YOU?

Kelly Jones MS, RD, CSSD, LDN

With so many social media platforms, it can be overwhelming to start using them to market your brand. Many dietitians and business owners try to dive in to everything at once and then due to the time commitment, wind up posting low-quality content often, or stop posting content all-together. To get back what you put in, you'll want to identify your ideal platform, create a content calendar, and get connected with other dietitians and health professionals!

### Choose a Platform

Take a step back and first determine which platform is best to attract your ideal client or draw traffic to your products. Here's some basic information on the places businesses are spending their time.

- **Facebook** – If your target audience is older than Millennials, or you want to engage with moms, this is the social network for you. In addition to creating a Facebook business page with all of your information and posting to it regularly, you can also create private Facebook groups to engage with your ideal client. Once you establish a small following, try a Facebook live providing valuable information and end it with a call to action to your services. Don't worry, Live's are generally informal and don't need to be overly polished. People like seeing that you're a real person just like them! Invite all of your family and friends to like your page even if they aren't interested in your services – they may share with someone who is.
- **Instagram** – If you want to drive traffic to your site and have a blog, or if you're targeting Millennials and younger generations, this is where you want to put your efforts. While there are obviously static posts (that you'll want to make really bright and pretty!) that can include

extensive information for your followers, Instagram stories, which stay up for 24 hours, are becoming a more popular way to engage with your audience. You can ask questions, have them submit questions to you, and even create polls! It's an excellent way to get feedback and ideas for new content. You can now save your favorite stories as "highlights" on your page, too.

- **Pinterest** – If your goal is to drive traffic to an article on your site that can benefit the masses, get familiar with this platform. Pinterest is less a social media platform, and more of a search engine. When pinning images from your site or YouTube channel, you want to use key words in your description and several hashtags that you think Pinterest users will be searching for. An easy way to determine the best key words for your description is to type one identifier into the Pinterest search bar and see what comes up! If you write or are regularly in the media, this is also a great place to store articles to showcase your expertise. You can even create group boards with other dietitians. Look into TailWind for scheduling.

- **LinkedIn** – If your goal is networking with other professionals to gain referrals, spend your time on LinkedIn. You can also create ads and promote your services with posts, but put the most effort into your title to attract the type of professionals you want to connect with. Keep your description short and to the point.

### Create a Plan

Once you've identified the most effective platform to support your work, create a content calendar. Using a simple calendar template on Word allows you to write notes with all of your ideas and then plug in when you'll share your content, or in the case of LinkedIn, you can schedule time to make meaningful connections



## USING SOCIAL MEDIA TO PROMOTE YOUR BRAND: WHICH PLATFORM IS FOR YOU?

by sending messages to those who you think can benefit your business (and vice versa). Remember, you *don't* need to post original content daily. Post high quality content 2-4 times per week on Instagram, and on Facebook, while daily posts are best, you can simply schedule sharing of relevant articles and old blog posts. It is helpful to pin daily, but this requires much less effort than the posts you'll put up on Instagram or Facebook.

### Connect with Colleagues

I am a firm believer that there is room for all dietitians to succeed. Rather than compete with one another, let's support one another and build each other up! In addition to following each other and liking each other's business pages, you can help each other and your audience by sharing content from other dietitians, too. The more we do this, the more followers we all have, and the more Americans see registered dietitians as THE nutrition experts.

Kelly Jones MS, RD, CSSD, LDN, is a media and consulting dietitian who resides in Bucks County. Her expertise lies in performance nutrition for pro-athletes and busy, active women. Kelly is the co-creator of the virtual course, Fit Fueling: Intuitive Eating for Active Females. Find her on Instagram, Facebook, and Pinterest.



## SAVE THE DATE!

**The PAND 2019 Annual Meeting and Exhibits (AME) is quickly approaching!**

When: Friday - Saturday, March 29 - 30, 2019  
Where: Pittsburgh Marriott North Address: 100 Cranberry Woods Dr., Cranberry Twp., PA 16066

The 2019 AME meeting will be a rare combination of the best event rate in years, flexible registration, cutting edge sessions, Movie Night out, networking, and fun!

AME is being held just north of Pittsburgh, PA, so make sure to explore the best of Western PA: ride the Incline and enjoy the view of the city from Mount Washington, visit one of many museums, catch a show in the Cultural District, visit the Zoo, and enjoy great food!

Details regarding registration, event agendas, and sponsors will be released soon. Watch for more information, visit:  
<https://eatrightpa.org/for-the-public/2019-annual-meeting-exhibits-ame/>, PAND Facebook, Twitter and Instagram accounts.

If you are connected with a vendor or business that may be interested in being an exhibitor or sponsor at the 2019 AME, please send this information to Exhibits and Sponsorship Co-Chair Pat Harper: [pathharper@gmail.com](mailto:pathharper@gmail.com). Potential sponsors can find the Exhibitor/Sponsor Prospectus as linked here or on the AME event page at [eatrightpa.org](https://eatrightpa.org).

## THE MANY EXPERIENCES AND OPPORTUNITIES AS RDs

### **Colleen Tewksbury, PhD, MPH, RD, LDN** *Immediate Past Chair*



After graduation, the standard recommendation was to get a general clinical inpatient job to gain experience and see what I wanted to do with my career. What I had discovered during my internship was that I didn't find inpatient clinical work enjoyable. Although I saw the value, I didn't feel the same passion as I felt in my community and management rotations. I decided instead to apply to any position I came across that gave me some sense of that passion. Since then, three of my four jobs as an RD have been what many would consider to be unconventional dietitian jobs.

My first unconventional position was at Temple University's Center for Obesity Research and Education (CORE). The position involved providing clinical interventions for multiple types of weight loss trials. I was the only dietitian on the team, which put me into a unique position to be the resource for multiple research projects. I was able to help with dietary analysis, counseling for weight loss medications, group weight loss treatment, and was even trained in doing multiple behavioral screeners for trials. After almost 2 years, the grant funding for my job was expiring, and I had to find a new spot.

That brought me to Penn Medicine. My time with them started as a Bariatric Program Manager with the Metabolic and Bariatric Surgery Program. A position previously held by nurse practitioners, I provided clinical care to bariatric surgery patients, maintained accreditations, and oversaw all outpatient operations for one hospital, including supervising all outpatient clinicians (dietitians, nurses, and nurse practitioners).

After graduating this past May, my role has expanded to 3 hospitals in total and an additional research component. This position is titled Senior Research Investigator and has historically not been held by a dietitian.

For each of the positions I have held, the core competencies have aligned with those of the dietetics profession. In the week prior to writing this, I represented our program in a meeting with administrators and physicians. One physician after the meeting was surprised to learn I was a dietitian. I asked him why, and his response was that he has not typically seen dietitians in roles like mine in the past.

Although the comment was intended as a compliment, I walked away frustrated. We have the skills to be at these tables, and as I see more RDs starting to take their seats at those tables, I am hopeful that we as a profession will continue to be able to gain visibility and influence and drive our field to the fore.

### **Rebecca Boova, RD** *President Elect*



I became a Dietitian in July of 2016. I had always assumed that after my dietetic internship I would land a full-time job in a hospital, but I quickly realized that finding a job could be just as competitive as landing an internship. I decided instead of spending months and months looking for a job I would attempt to get two part time jobs instead to gain experience. I fell into two positions which were flexible enough to allow me to work both. The first job was with an LTACH, or a long term acute care facility in Atlantic City, PA. Patients in this type of facility are past the point of needing to be in the ICU but are not yet ready for discharge to a rehab, long term care or home.

## THE MANY EXPERIENCES AND OPPORTUNITIES AS RDs

Patients were typically admitted to LTACH who were critically ill: vent weaning, wound care, multiple organ failure are examples of the types of diagnoses we cared for.

As a Dietitian my role was mainly to manage tube feedings, TPN, and ensure adequate intake through oral nutritional supplements or modular nutrition supplements.

My second part time job was as an in-patient Dietitian at a small community hospital in Bucks County, PA. This was more of a well-rounded role as a Dietitian. I gained experience with tube feedings, TPN, prescription of oral nutrition supplements, and individual and group diet education. A challenge at this hospital was that many patients were of low income. I was forced to tailor their education towards more realistic interventions which would fit their lifestyles. For example, healthy eating on a budget, and dealing with food stamps or other government funded programs. After working my two part time jobs for about six months, I was offered full time at both facilities. I used both offers as leverage and made out very well as a full time Dietitian at the small community hospital.

After another year working full time I decided it was time to move on to another roll where I could grow more as a Dietitian. I found myself at an acute rehab hospital in Philadelphia, PA. This facility specializes in spinal cord injury, brain injury/stroke and also has general rehab for dual-diagnosis patients. This position is well rounded in terms of practicing management of nutrition support, prescribing oral nutrition supplements and providing diet education. However, instead of applying this to the general population, it is a much more niche patient population. I applied my general knowledge of all these usual Dietitian duties and focused them more so on these specialized patients.

Here I have been able to grow my knowledge as a dietitian to better serve patients with increased nutritional needs, advanced stage wounds, neurogenic bowel, critically illness and dual diagnoses.

All three jobs I have had as a Dietitian were as a result of professional connections. Networking through my undergraduate program, dietetic internship and the Philadelphia Academy of Nutrition and Dietetics lead me to each position. In today's technological world, companies receive hundreds of applications for one position. A way to manage this large volume of applications and to narrow down the choices is to use personal connections to applicants. Utilize your network of colleagues when looking for a job.

## AWARDS FOR 2019 Philly AND

Please join us in congratulating the following individuals from our district who are nominated for PA Academy of Nutrition & Dietetics awards:

Eileen Chopnick, MBA, RDN, LDN, FAND – Outstanding Dietitian

Kelly Jones, MS, RD, CSSD, LDN – Recognized Young Dietitian

Colleen Tewksbury, PhD, MPH, RD, LDN – Emerging Dietetic Leader

Dimitra Thomopoulos – Outstanding Dietetic Student

Good luck to all!

For more info contact: Anita Anim – Nominating Chair – [aanim1890@gmail.com](mailto:aanim1890@gmail.com)

## 2018-19 PHILADELPHIA ACADEMY OF NUTRITION AND DIETETICS BOARD MEMBERS

President - Ha Nguyen

President Elect- Rebecca Boova

Immediate Past Chair -  
Colleen Tewksbury

Secretary- Barbara Trunk

Treasurer- Samantha Beino

Council on Practice Chair- Amanda Kopetsky

Council on Practice Chair Elect-  
Amy Coughlin

Nominating Chair- Anita Anim

Nominating Chair Elect-  
Katherine Huffman

Public Policy Coordinator- Shelley  
DePinto/Jennifer Lengyel

Public Policy Coordinator Elect-  
Audrey Foster

Membership Chair- Claudia Hleap

Membership Chair Elect-  
Autumn Limgrover

Newsletter Editor- Shaylyn Lynch

Social Media Representative-  
Kristen Kauffman

Public Relations Chair- Emily Rubin

Scholarship Chair- Barbara MacFarland

Career Guidance Coordinator-  
Jena Wood

Student Representative- Annie Kohutka

Student Representative- Maria Terry

Student Representative- Rachel Pilch

Student Representative- Julia Maher



Shaylyn Lynch, Newsletter Editor