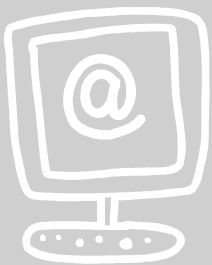


## newsletter going on-line

Beginning in September, the newsletter of the Maine Dietetic Association – eatrightmaine.mda – will be going on-line. This change will allow the MDA to keep in closer and quicker contact with our members, and will help MDA members stay in touch with each other.

There are several reasons why the MDA Board has decided to make this change from a printed newsletter to the Web. First and foremost is the need to keep our members better updated on events, news, and issues that are important to our profession and our membership.

An example of this is the initiative undertaken by the Maine Legislature and by state agencies to address the epidemic of obesity in our state. From the initial package of legislation proposed two years ago, to the formation of the Commission to Study Public Health, to the signing by Gov. John Baldacci in June of LD796 (see Page 4), we found that a quarterly newsletter could not keep our membership informed of fast-moving developments. At the federal level, reimbursement for Medical Nutrition Therapy is an example of an issue in which up-to-date information is of critical importance to our members.



By moving to the Web, we will be able to keep up. A quarterly newsletter still will be developed and posted on the Web. As always, it will inform you of the activities of our members, there will be book reviews, articles on the latest research, and other items of interest. In between time, however, we will be able to update the Web site continuously, and will

notify our membership through the listserve when new items are posted. In addition, we will be able to link to news articles, research reports, and other materials that our members need to stay on the cutting edge of dietetics.

I am now working on a redesign. The current Web site was a great first effort, but it was done several years ago in a format that is difficult to update. If you have any thoughts about our new Web site, please contact Marcy Kyle at 236-6838, bkyle@adelphia.net. See you on-line in September!

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3-a-Day

NSPS

## a message from...

*Kathryn Musgrave, president, Maine Dietetic Association*

The warm feeling of being asked to be president again of the organization that I so love was rejuvenating. As I have watched the Board operate this past year while serving as president-elect, I have marveled at the power that exists in our association. The willing manner with which each person executed the responsibilities of the many committees made one's head spin. Susanne D'Angelo and the 2004-2005 board members deserve deep appreciation from all of us.



Many board members have agreed to stay on but you will see new names in elected positions as well as in the Board Directory. At our transition meeting in June, the enthusiasm for the projects of the coming year was exhibited as plans were made. In the strategic plan made by the 2004-05 board, a major objective was to concentrate on weight management.

The goal of our fall meeting, November 9, at the Black Bear Inn in Orono is "Participation in the Maine Physical Activity and Nutrition (PAN) plan." This plan serves as a guiding document for public health leaders, health care providers, educators, policymakers and citizens to promote healthy eating and regular physical activity, and improve health and the quality of life in Maine.

What an opening for Maine Dietetic Association members to become leaders in a state effort to address the policy and environmental factors that impact food and physical activity choices! This will require teamwork of all our members. And it will mean encouraging those dietitians who are not currently members to join us in our efforts to reduce childhood and adolescent overweight and obesity. At the fall meeting, we will not only hear the views of specialists, but we also will have work groups to develop concrete action plans.

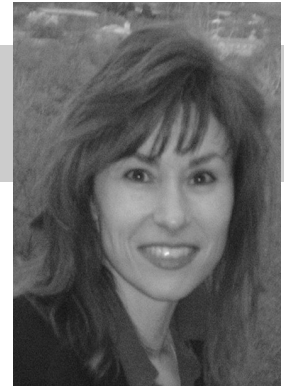
We need every dietitian in the state to work for a school environment where healthful food is available and where students are educated to choose those foods. Much is being done in Maine to encourage teachers to include nutrition in the curriculum and in cafeterias. The MDA Board is asking the Department of Education to provide more assistance from personnel with nutrition credentials who could provide the training, technical assistance, and monitoring of school nutrition programs.

Another priority area for committee work this coming year is the need to look at different paths for Professional Development with the Portfolios. Will this be the year we should review the licensure procedure? Are we into this 21st century far enough to be ready to have electronic newsletters? Marcy Kyle and Katherine Thompson have innovative ideas about implementation of new delivery modes that should help us keep in touch in a rapidly changing environment.

Another challenge is reimbursement for Medical Nutrition Therapy. Susan Quimby and Judy Donnelly are planning to provide us with tools needed to market our services using practice guidelines and cost effectiveness measures. Think what an impact we could have if each member recruited a dietitian to join MDA and we collected evidence based data on the effect of nutrition therapy in preventing costly medications, emergency room visits, hospitalization and decreased quality of life.

## a message from —

*Susanne A. D'Angelo-Cooley, past president, Maine Dietetic Association*



I would like to take this opportunity to thank all of you for your support and hard work over this past year. Thanks also to the board members who have been very generous with their time. I have enjoyed getting to know you all.

We have had a busy year working toward reducing childhood obesity and trying to increase our MDA membership. I greatly appreciate everyone's efforts at the school level and the legislative level.

I have no doubt that the new board will continue to maintain our involvement in the schools, and to educate Maine's dietitians on the benefits of American Dietetic Association. I hope you all will continue to do your part to encourage your non-ADA coworkers to get involved. The ADA is a major source of strength for our profession and we cannot underestimate the impact of legislation, lobbyist and research.

Many of these areas go unnoticed on an everyday basis but, ironically, it is these areas that shape the path of our profession. Our concerns -- such as salaries and reimbursement -- are directly connected to what is done on the national level. Our small voices are heard, if we just take the time to get involved.

Over this past year I have numerous phone calls from non-ADA members requesting that ADA do something about a particular issue. Although I am happy to pass along the concern, ADA would be much more powerful at handling our concerns if they have the resources to adequately address them.

It has been a privilege to work with other State Presidents on the same issues that we are working on here in Maine. It was refreshing to see we are all working for a common cause. I hope you all can have the opportunity, at some point in your career to get involved at a national meeting and see how united we are. The power of this organization is amazing. The "sit back" approach does not further our profession. Getting involved does! Thank you once again for the honor of representing our state.

Best Wishes,

Susanne

## save this date!

**MDA Fall Conference, Nov. 9, Black Bear Inn, Orono.**

Prepare to mobilize for participation in the Maine Physical Activity and Nutrition (PAN) Plan! (see story on Page 3). Other sessions will cover: Weight Management in Childhood and Adolescence; Advances in Type 2 Diabetes; Nutrition in Celiac Sprue; and Anemia and other Mineral Deficiencies.

Look for brochure in the mail, and on the MDA Website, soon.

For more registration information, contact Karen Schilling at [kschill@maine.rr.com](mailto:kschill@maine.rr.com).

## and the winners are...

### 2005 Award Recipients

The Maine Dietetic Association is pleased to announce the ADA/MDA award recipients for the year 2005:

#### **Chris Sady- Emerging Dietitian of the Year**

Chris Sady received her BS and MS degree from the University of Maine completing a qualifying experience at Mid Maine Medical Center. Currently Chris is employed as a Co- Coordinator for the USM Maine Nutrition Network, Muskie School. Chris provides leadership for the Maine Nutrition Network, a coalition of public and private sector partners interested in nutrition education. Chris has worked as an Extension Educator and as a Food Service Director at SAD 46. Volunteering is part of her life holding board positions for MDA and the Maine Nutrition Council as well as being in other professional organizations.

#### **Abby Barber – Recognized Dietetic Technician of the Year**

Abby Barber, currently works at Eastern Maine Medical Center as a Dietetic Technician.

Abby received her BS degree from University of Maine and later received an Associates Degree from Washington County Community College. Abby holds a position on the MDA Board as the Dietetic Technician Representative. She has held the position of Treasurer for the Maine Nutrition Council and is currently a member of the Dietetic Technician Special Interest Group. Abby is on the planning committee for the Fall MDA meeting.

#### **Judythe Gatchell – Outstanding Dietitian of the Year**

Judythe Gatchell received a BA degree in Psychology from the University of Maine followed with a BS degree in Nutrition from the University of New Hampshire. Judy then went on to receive a Masters Degree from UMO. Judy is employed at USM as a program specialist for the Muskie School. Judy is well deserving of her award as volunteerism is an integral part of her life. Judy has been a volunteer on the MDA Board, the Maine Nutrition Council, Maine School Health Education Coalition, the Maine Public Health Association, the Maine Coalition for food Security and the March of Dimes.

Award recipients will be recognized and receive their awards at the Fall MDA meeting in Orono.

**CONGRATULATIONS to these OUTSTANDING individuals!**

## school nutrition bill signed

LD796, An Act to Implement the Recommendations of the Commission To Study Public Health That Concern Schools, Children and Nutrition was signed by Governor Baldacci on June 23, 2005.

The bill was the result of recommendations made by the Commission to Study Public Health that was established by the legislature in 2003 to identify and address the causes of youth obesity. The bill addresses a number of nutrition issues including requiring the posting of calories on prepackaged a la carte items in schools and requires the Dept. of Education to establish rules that set nutrition standards, including portion size, for food and beverages sold or distributed on school grounds.

## maine's PAN plan



Maine has an obesity epidemic. More than half of Maine adults (61 percent) are considered overweight or obese. One third of our high school, middle school, and students and kindergartners are overweight or at risk of overweight. An estimated four Mainers die prematurely every day from an underlying cause of poor nutrition or physical inactivity.

The purpose of the Maine Physical Activity and Nutrition (PAN) Plan is to increase the proportion of Maine people who are at a healthy weight and to reduce the health risks associated with overweight and obesity, especially among populations who experience health disparities. The Maine PAN Plan identifies long-term, intermediate and short-term objectives for both the youth and adult populations in four primary settings: school, community, worksite, and healthcare. The Plan serves as a guiding document for public health leaders, health care providers, educators, policy makers, and all citizens.

There are eight focus areas of the Plan: caloric imbalance and expenditure; increase physical activity; increase consumption of fruits and vegetables; reduce television time; increase breastfeeding; food safety; food security; and eating disorders.

The program outcome is to improve nutrition and increase physical activity that promotes health and reduces chronic disease in Maine. The responsibility for improving the health of Maine citizens lies with individuals, local communities and the state as a whole. The Plan provides the focus, strategies and timeline for us to address policy and environment changes that impact food and physical activity choices.

Maine was awarded a 5-year Cooperative Agreement from the Centers for Disease Control and Prevention in June 2003. Maine is one of 20 states that received funding for an obesity prevention program. The Maine Bureau of Health has been funded by the CDC to build a physical activity and nutrition program to prevent obesity and other chronic diseases in Maine. The first year of this grant has focused on building capacity in Maine.

A cooperative agreement has been developed with the Muskie Institute to manage the grant. Muskie will provide staffing, lead completion of the state strategic PAN plan, and carry out the high school intervention and community assessments. Three new staff positions were created at Muskie/USM: Program Coordinator Lori Kaley; Nutrition Coordinator Anne-Marie Davee; and Physical Activity Coordinator Amy Root. A cooperative agreement between the Bureau of Health and the Maine-Harvard Prevention Research Center/Maine Center for Public Health led the development of the evaluation and surveillance plans for PAN

In addition to the eight focus areas, current PAN Program activities include development of a coordinated nutrition and physical activity infrastructure, and assisting Healthy Maine Partnerships in supporting the 31 community and school partnerships addressing obesity, physical inactivity, and poor nutrition.

The first phase of the soda/snack intervention in seven high schools is near completion. Schools participating in the intervention will have a la carte, vending, school food service, and foods brought from home assessed. Students will take a food frequency questionnaire, food behavior questionnaire, and a physical activity questionnaire as well as having heights and weights measured.

Learn more about Maine's PAN Plan at the MDA's Fall Conference on Nov. 9 in Orono.

## lizards and diabetes control



On April 29, the Food and Drug Administration (FDA) approved exenatide (Byetta, Amylin/Lilly), a drug derived from lizard saliva that is the first in a new class of medications called incretin mimetics being developed for the treatment of type 2

new class of diabetes.

The FDA approved exenatide as a twice-daily injectable adjunct therapy for patients whose blood glucose is not well controlled with metformin and/or a sulfonylurea. Exenatide may be approvable as a monotherapy pending a 6-month FDA review of any additional data that support such an indication.

Ongoing research on human gut hormones has identified intriguing compounds in the intestinal tract that stimulate insulin secretion in response to glucose levels. One of these is glucagon-like peptide 1 (GLP-1), an incretin hormone secreted by the gut after food intake, which normalizes fasting plasma glucose concentrations and inhibits glucagon secretion. It also slows gastric emptying, which reduces appetite and food consumption.

But the extremely short half-life of GLP-1 limits its use as a therapy for type 2 diabetes. So research has focused on ways to create GLP-1 analogs that would replicate the activity of natural GLP-1 but have a much longer half-life.

Enter exenatide, one of a family of molecules that mimics the effects of GLP-1, which has been probed by the pharmaceutical industry for about 15 years. Exenatide owes its existence to the Gila monster; the drug is a synthetic derivation of exendin-4, a protein found in the salivary gland of this venomous lizard that resides in the deserts of the southwestern U.S.

GLP-1 drugs like exenatide seem to have a glucose-lowering effect and a weight-loss effect, whereas most antidiabetic drugs tend to increase weight. These actions suggest that exenatide could be a therapeutic agent for type 2 diabetes without causing the weight gain associated with oral antidiabetic agents.

## two great inserts

One of the goals of NSPS (Nutrition Services Payment Systems) is to expand Medical Nutrition Therapy (MNT) coverage by insurance companies. Anthem tells us they appreciate the data we supply on the financial benefits of coverage, but really want to hear from consumers!

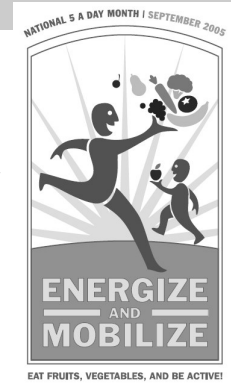
The front of the **MNT insert**, provided by our NSPS Co-chairs Judy Donnelly and Susan Quimby, is a model letter you can download from the MDA website (the back is a great summary of the cost benefits of MNT coverage). Provide it to your clients who have insurance but are not being covered for your services. Help insurance companies understand the value of our service and help us expand MNT coverage. Thanks!

**The National Dairy Council insert** in this issue is a colorful and informative way to get the word out about 3-a-Day and the important role fat-free or low-fat milk, cheese or yogurt can play in a reduced-calorie diet. Try the Cilantro Yogurt Dip recipe – it's simply delicious! If you find this handout helpful, tear pads of 50 are available from the Maine Dairy Council, 287-3621/ [info@drinkmainemilk.org](mailto:info@drinkmainemilk.org)

## energize and mobilize maine

September is National 5-a-Day Month. This year's theme, "Energize and Mobilize – Eat Fruits, Vegetables, and Be Active," celebrates good health by promoting eating the recommended amount of fruits and vegetables and enjoying physical activity every day. It also encourages people to mobilize to create communities where eating fruits and vegetables and being physically active are easier to do and more supported.

Improving the health of the community through good nutrition and physical activity may help reduce the costs associated with overweight and obesity. It may also decrease the risk of various life-threatening diseases, such as heart disease, cancer, and type 2 diabetes, and cut down on loss of productivity in workplaces throughout the region.



MDA members can be a big part of this. Spread the word in your community on these points:

**Make ready-to-eat fruits and vegetables readily available for your family.** Keep ready-to-eat fruits and vegetables available in a bowl on the kitchen counter and at eye level in the refrigerator. You can also pre-cut larger fruits and vegetables and store them in plastic sandwich bags to grab on-the-go.

**Variety is the spice of life, even with fruits and vegetables.** Try something new! Ever tried a tangerine, kiwifruit, or baby bok choy? Bring home a new fruit or vegetable. Add something new to a green salad, such as mandarin orange slices or dried cranberries. Trying new things will keep you and your family interested in healthy food, and you may find some new favorites.

**Take your healthy habits with you outside of the home.** Order healthy foods when eating out. We spend more than 46 percent of all food dollars on restaurant food, so consumer preferences count. Look for items that are broiled or roasted instead of fried. Ask for extra tomatoes, peppers, or other veggies in sandwiches, pizzas, or baked potato toppings.

**Physical activity is more fun when done together.** Be active together! Physical activity can be fun; make it enjoyable for the whole family. Ride bikes, take a hike, dance to your favorite music, or kick a soccer ball around at a local park.

**Get in touch with government leaders.** Contact your local policymakers, including the City Council, selectmen, district offices of Federal and State representatives, mayors, etc., about safe and affordable access to fruits, vegetables, and physical activity.

**Challenge your kids' schools to get healthy.** Ask your local schools to offer a wide variety of fresh, healthy foods, like fruits and vegetables, in the cafeteria and as snacks. Encourage them to establish a "healthy food policy" for school events, create a school garden, restrict advertising of unhealthy foods, and ask for after-school sports to be offered.

**Advocate for healthy workplace policies.** Ask employers to create workplaces that provide access to affordable fruits and vegetables and opportunities for physical activity during the workday for their employees.

For more information, see the National Cancer Institute's 5 A Day Web site at [www.5aday.gov](http://www.5aday.gov).

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## Media Representative Northern Maine

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## Public Relations Chair - vote

vacant

## Fundraising

vacant

**Save this date!**

**Nov 9, 2005**

**Black Bear Inn, Orono**

**MDA Fall Conference**

**(brochure coming soon)**

**Hope to hear from you!**

Have a question? An opinion? A comment? Even a disagreement?

This newsletter is your forum to discuss any subject of concern to our profession and our association. Brevity helps — use 200 words or less as a guideline.

MDA members also are invited to submit longer articles — book reviews, educational materials, anything in your area of practice — with 500 words a good rule of thumb. Plan on a November 15 deadline. Please send your submissions to the eatright-maine.mda editor at:

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