

Learning Plan

My Client Groups: Consumers, health professionals, food industry partners

Standard/Indicator :

Self-Assessment Notes:

Standard 3: (Professional and Ethical Practice) A Dietitian maintains competence in their practice area. To demonstrate this standard the Dietitian will:

Indicator 3: Determine new or anticipated areas of dietetic practice and acquire knowledge and/or skills needed to practice competently.

Learning Goal:

I would like to become proficient at speaking out in the media (radio, television, social media) and brand myself as a credible source of food and nutrition information in my community by the end of March 2020.

Learning Activities

1. Since April 1, 2017, I'm a registered member of the Dietitians of Canada Media Network and read their blog and weekly top 3 nutrition stories.
2. Networked with 5 dietitians on radio and social media and discussed branding and social media strategies (July-Oct 2018).
3. Volunteered to host a kiosk at 3 different schools during Nutrition Month 2017, 2018 and will again in 2019.
4. Completed a first radio interview about vitamin D in March 2018 (community radio show).
5. Completed Dietitians of Canada media training course in September 2018.
6. Increased participation in different forms of media (I have a blog and a You Tube channel since November 2016) and became the producer of regular nutrition and health segments on my community radio show in 2018.

Contribution to practice:

I was able to learn about strategies to build my brand and decide on which media sources work best for me. I improved my ability to deal with different forms of media more quickly and with confidence.

Learning Plan Progress Stage

The current stage of this goal is: COMPLETED

Comments/Reasons for Suspension

Learning Plan

My Client Groups: Consumers, health professionals, food industry partners

Standard/Indicator :

Self-Assessment Notes:

Standard 9: (Communication & Collaboration) A Dietitian communicates in a clear, concise and respectful manner. To demonstrate this standard the Dietitian will:

Indicator 1: Select communication styles to maximize clarity and facilitate understanding.

Learning Goal:

Learn how to use plain language when writing scripts and blogs and implement at least 3 new changes to my writing practice by March 31, 2020.

Learning Activities

1. Subscribed to 5 different blogs by dietitians and health writers and reviewed their styles and wording (April 2017-present).
2. Completed 'Advanced Study in Writing for Business and the Professions' at Simon Fraser University (SFU) (September-December 2018).
3. Developed a descriptive word/ plain language synonym resource to broaden language and expand use of new words (December 2018).
4. Bookmarked several online sites as reference tools to help my writing (June 2018-December 2018).
5. Asked professor at SFU to review new script for You Tube video about osteoporosis prevention and provide feedback to improve (November 2018).

Contribution to practice:

I now use plain language when writing scripts and blogs and have improved my writing to reach a broader audience.

Learning Plan Progress Stage

The current stage of this goal is: COMPLETED

Comments/Reasons for Suspension