

# Extra! Extra! Read All About Starting Your Own Nutrition Newsletter!



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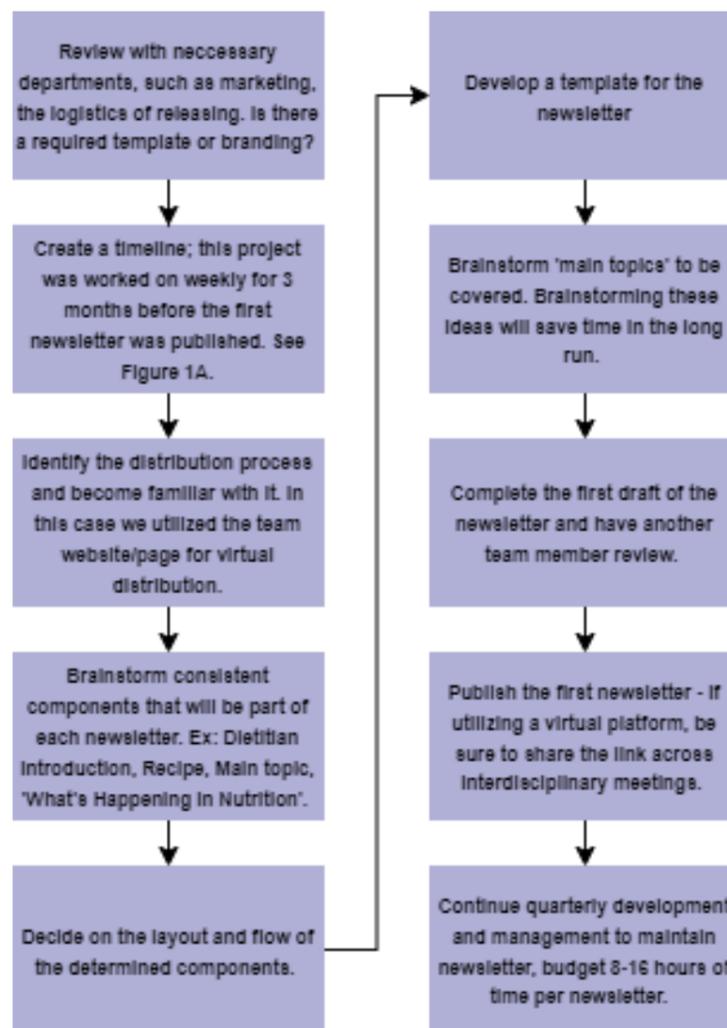
## Background

The purpose of this project was to develop a nutrition focused newsletter that would be distributed among a variety of disciplines for the regional hospital. The newsletter would educate on nutrition related topics, spark interdisciplinary communication and conversation, and shine a light on the Clinical Nutrition department.

After brainstorming what the product may look like, the final goal was a quarterly newsletter that provided a healthy recipe, an introduction to an Inpatient Dietitian working in the region, a relevant nutrition topic discussed on a higher level (at times using verbiage that may not be understood by the general population and better suited for the medical field), an overview of projects/activities that the Clinical nutrition team was working on at each site in the region, and how to contact the Clinical Nutrition team.

What started as a passion project/idea, has progressed to several years of successful releases and now moving into the final stages of the control plan.

## Process



## Final Product & Outcomes

- Improved interdisciplinary recognition and collaboration
  - Promotes relationships between dietitians and other disciplines and helps clinical team members recognize the dietitian on their unit.
  - Highlights the work Dietitians are doing to improve patient care outside of their normal duties
  - Identifies how to contact the clinical nutrition team (ex. For patient consults)
- Decreases false nutrition information, helps to address hot topics and shines a light on Dietitian expertise.
- Promotes creative work and increased job satisfaction for a clinical dietitian.

**Recipe of the Month: Granola Crust Fruit Pizza**

**Meet the Dietitian**  
Shelby Hernandez RD LDN CLC

**What is Malnutrition?**

**What's Happening in Clinical Nutrition?**

### Control Plan:

- Outsourcing – inviting other clinical dietitians to be ‘guest writers’ for the newsletter main topic.
- Scheduled project time to ensure newsletter is developed on time for each quarterly release.
- Continuing to share each release between disciplines both by word of mouth and virtually to sustain interest/participation
- Maintain archive of past newsletters for access at later dates

## Conclusions

By dedicating time to the development and maintenance of the nutrition newsletter, Dietitians have been increasingly recognized for their role, expertise, and achievements by other departments. This project has helped to broaden job satisfaction for Dietitians with a creative niche. In addition to positive outcomes that the Dietitians have personally seen, other disciplines have benefitted as well. 4x per year a new healthy recipe is provided which may promote diversity in readers’ diets as well as encourage better nutrition choices. Patients have also benefitted as other disciplines are now more aware of how to contact the Clinical nutrition team when needed and the interdisciplinary team is better educated on hot topics in nutrition. When developing your newsletter, recognize that the first release will be the most time demanding. Don’t be afraid to get creative with distribution as well – look for innovative and tech-savvy ways to share about the newsletter and Dietetics department.

## Example Timeline: Figure 1A

March	April	May	June
3/4: Discuss logistics with other departments as needed (marketing, explore branding) 3/9: Develop timeline 3/16: Brainstorm consistent components 3/23: Decide layout, begin template development	4/1: Continue to develop template 4/6: Brainstorm main topics 4/13: training on website management/use 4/20: Decide primary topic for first newsletter, literature review 4/26: Continue writing of main topic	5/4: Start on additional sections of first newsletter 5/11: Continue development/writing of other sections 5/18: Rough draft complete, first round of edits 5/25: Have another person review the 2nd draft, complete recommended edits.	6/1: Release first newsletter. Share link virtually to other disciplines and other sites within your region.