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CDBC Online Service Outage August 24 - 27, 2018

Due to scheduled maintenance, a CDBC online services outage will occur from 5:00 p.m. Friday, August 24, 2018, to 6:00 a.m. Monday, August 27, 2018.

Access to CDBC online accounts and payment services will not be available during this time. The Public Register of Dietitians will be unavailable between 5 p.m., Friday August 24 through to 9 a.m. Saturday, August 25.

The CDBC website and access to CDBC emails will not be affected during the service outage.

Thank you for your patience.

New Public Representatives on the Board of Directors

Two new public representatives were recently appointed to the CDBC Board of Directors by the Crown Agencies and Board Resourcing Office (CABRO). **Don Grant** and **Jack Trumley** joined our other appointed public representative, **John Meneghello**, to fulfill the legislated Board composition requirement of one-third public representation. John was also reappointed for a second term on the Board and we thank him for his continuous commitment to CDBC work. The nine CDBC Directors work together to ensure the College remains focused on our public protection mandate.



Don Grant's fluency in finance and economics is useful in his role as a board member of an agile Canadian credit union. He is active in the Okanagan and lives in Peachland. Don retired from a successful career in medical devices where he also served as National Chair of a firm's Employee Engagement Team. Don is a lifelong learner, studies at SLR Kelowna and has volunteered with Kelowna's Project Literacy. In addition, Don volunteers on the Building Committee for Peachland's Heritage Pier Project. The 124 meter Okanagan Lake pier will parallel the shore at Heritage Park. Don is completing his third and final term on the CDBC's Registration Committee and is currently serving on the CDBC's Inquiry Committee.

After graduating from the University of Guelph with a Degree in Science, majoring in Wildlife Biology, **Jack Trumley** moved to Alberta and began a 30-year career in Finance. Jack worked in many roles at the Royal Bank of Canada including roles as a Branch Manager, Auditor, and Small Business & Commercial Finance Account Manager. Jack has been an active member in the community, serving on numerous city and community groups, including 8 years as a Library Trustee with the City of Coquitlam, with 4 years as the Chair. Jack is an avid cyclist and hiker, always looking for outdoor time in BC's beautiful surroundings.

Welcome Don and Jack! We look forward to your active participation and sharing your expertise with the Board!

Open: 2019 Jurisprudence Examination for Dietitians

Full registrants who are part of the 2019 Jurisprudence Examination for Dietitians (JED) group may now access and re-write the JED. If you are selected to re-write the 2019 Jurisprudence Examination, you'll have to do so by **March 31, 2019**. As a reminder, all Full registrants must re-write the Jurisprudence Examination every 5 years ([CDBC bylaws](#), s. 47(7)).

The Jurisprudence Examination for Dietitians emphasizes the application of laws, standards, guidelines and ethics relevant to the practice of dietetics in BC.

Completion of the JED helps to ensure the maintenance and enhancement of professional competence of Dietitians, in the interest of the public. You may want to review the Jurisprudence Guide before you take the JED, or you may choose to challenge the exam. The Jurisprudence Guide and examination are divided into 4 chapters: Legislation, Registration, Quality Assurance and Professional Boundaries. The examination is free, consists of 50 multiple choice questions and must be passed with a score of 100%. The examination is not timed and you have an unlimited number of attempts to achieve the passing score.



To access the 2019 JED, sign into your [CDBC account](#), scroll down to "Online Services" and select "Complete Jurisprudence Examination". Please [contact](#) the office if you have questions about the JED.

Coming up: 2019 Continuing Competence Program Submissions

Are you part of the 2019 Continuing Competence Program (CCP) Group? If so, now is a great time to prepare your CCP submission ahead of the **October 31, 2018** deadline. To access your CCP, sign into your [CDBC account](#), scroll down to "Online Services" and select "Continuing Competence Program".

Your 2019 Professional Development Plan is expected to report on a minimum of 3 different learning plans that describe continuing education **completed between April 1, 2016 and March 31, 2019** and meet the Quality Assurance Committee's [Criteria](#).

Every year, the College randomly audits 10% of submissions received. Registrants who have been selected will receive a detailed email informing them of the audit and a detailed evaluation of their Professional Development Plan.

Submissions will be accepted **starting September 1**. Please [contact](#) the office if you have questions about the CCP.

Schedule Your November 2018 Canadian Dietetic Registration Examination Now

The November 2018 Canadian Dietetic Registration Examination (CDRE) session will be held from **November 26 to December 1, 2018** (available over 6 days).

Beginning August 27, 2018, all temporary and former registrants who have received CDBC written approval to take the November 2018 CDRE, may schedule an appointment to take the examination. Appointments for the CDRE are filled on a first come, first serve basis.

Candidates who require special accommodations for the CDRE must submit completed [CDRE Candidates Requiring Special Accommodations Forms](#), as quickly as possible, in order to allow adequate time to review and facilitate requests.



The CDRE is the national competence examination for Dietitians in Canada. It is developed and administered by the Alliance of Canadian Dietetic Regulatory Bodies. The CDRE is required by every Canadian province for full registration privileges, except Quebec. The CDBC is responsible for the administration of the CDRE in BC.

As per the [CDBC bylaws, section 43 \(3\)](#), "a Temporary Registrant must write the [Canadian Dietetic Registration] examination at the first scheduled sitting following his or her registration". The CDRE is offered in May and November each year. The cost for each CDRE attempt is \$525.00 CAD. The maximum number of CDRE attempts permitted is three. Detailed information about the CDRE is available in the CDRE Preparation Guides - what to expect during the exam, sample exam questions with answer key, study resources, etc. [CDRE Preparation Guide November 2018 \(English\)](#)
[CDRE Preparation Guide November 2018 \(French\)](#)

Please contact the CDBC if you wish to apply to take the CDRE. The **application deadline** for the November 2018 CDRE is **November 9, 2018**.

Website Updates:

The following information has been updated on the CDBC website

- [June 15, 2015 Board Meeting Minutes](#)
- [CDRE Preparation Guide November 2018 \(English\)](#)
- [CDRE Preparation Guide November 2018 \(French\)](#)
- Inquiry Committee Case Outcome Reports:
 - [Case #17-17](#)
 - [Case #18-18](#)
 - [Case #18-19](#)



You Asked About... Online Marketing, Sales and Conflict of Interest

Question: I'd like to start promoting healthy recipes, food products and other healthy life style products on my website and social media accounts. Can you provide guidance?

Answer: Dietitian publications are subject to CDBC [Marketing](#) bylaws, [Standards of Practice](#), [Code of Ethics](#). Dietitians should also refer to the [Marketing, Sales and Conflict of Interest policy](#) for more information.

In BC, Dietitians "may not endorse or lend themselves as a registrant to the advertisement of any property, investment, or service for sale to the public unless such property, investment or service **relates directly to dietetics**." (CDBC Bylaws, s. 74(5c)). [Dietetics](#) is defined in the [Dietitians Regulation](#) as: "the assessment of nutritional needs, design, implementation and evaluation of nutritional care plans and therapeutic diets, the science of food and human nutrition, and dissemination of information about food and human nutrition to attain, maintain and promote the health of individuals, groups and the community".



The relationship between a regulated health professional and a client is based on a duty of care and is fundamentally different than business between a vendor and a consumer. If the "healthy life

style products" you are planning to promote (and potentially sell) are not directly related to the practice of dietetics, they should not be part of your business model, nor appear in any publication where the public may identify you as a Dietitian. For example, beauty and skin care products, clothing or home furnishings are not related to dietetic scope of practice.

Dietitians are responsible for identifying and managing any real, perceived or potential conflicts of interest where their professional integrity could be interpreted as being compromised. Conflicts of interest are managed through disclosure, recusal and/or discontinuation of professional services.

For example, the CDBC would not condone a Dietitian in private practice, who counsels clients on Celiac's disease, while also advertising and selling his or her own brand of gluten-free food products, in office and through other media (website, social media, etc.) This places the Dietitian in a conflict of interest - i.e. the duty of care to the client is compromised when the Dietitian's own interests are advanced by the client's vulnerabilities. The CDBC encourages Dietitians to separate retail from their healthcare functions whenever possible. In this case, the Dietitian would be expected to manage the conflict of interest with clients by minimally:

- Informing the clients they have no obligation to purchase his/her gluten-free products
- Reviewing other similar gluten-free choices (other than the Dietitian's brand)
- Providing neutral and sufficient information on the product to inform the client decision
- Disclosing profits made from the sale of his/her gluten-free products, in addition to the consultation fee and that it may not be admissible for an extended health benefits claim.

Financial benefit is not necessary to establish a conflict of interest. The perception of engaging in self-serving actions may compromise the trust involved in a relationship between a Dietitian and the client. Clients may assume the Dietitian's recommendation of a product implies an endorsement of its efficacy and benefit. Within the health professional-client relationship, there is a power imbalance where the Dietitian is the expert. Clients may not be in a position to make a fully informed, voluntary choice, as they may not want to say no and disappoint or challenge the Dietitian counselling them on their nutritional health. This may also bring the Dietitian's commitment to provide client-centered care into question.

When promoting services and products, Dietitians are expected to:

- Refer to the [Canadian Code of Advertising Standards](#) to develop their marketing. [Ad Standards Canada](#) recently developed [Disclosure Guidelines](#) and provide examples of "Do's and Don'ts" on social media.
- Make sure the marketing is truthful, accurate, verifiable and evidence-informed (based on objective and scientifically sound evidence)
 - The marketing should not create, in the mind of a person, an unjustified expectation about the results that can be achieved, or imply the Dietitian can obtain results not achievable by other Dietitians
- Refrain from actions that result in personal gain, such as accepting fees, gifts or other benefits from product or service sponsors, or from offering similar benefits to clients who purchase products or services
- Retain copies of all their marketing publications for one year after the date of publication and must be able to produce copies to the CDBC, upon request

When in doubt about the services and products promoted in your practice, refer to the [definition of dietetics](#) and ask yourself if your actions are within the Dietitian's scope of practice. If you find yourself promoting and selling services and products that are directly related to dietetics, ask yourself if your actions are contributing to your clients' and the public's trust in your knowledge and skills to provide objective, independent and evidence-informed dietetic services. Could your actions breach the CDBC bylaws, the Standards of Practice, the Code of Ethics? If you think you might be in a conflict of interest, how are you managing this situation? Are you aware of resources that may help you resolve such situations?

Please contact the College if you have concerns or questions regarding this topic or other ethical practice questions.



Questions? Comments?

Please contact the [College](#) staff if you have questions or comments about items in this Monthly Update. Call 604.736.2016 or toll-free in BC to 1.877.736.2016, or email us at info@collegeofdietitiansbc.org. We look forward to hearing from you!