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**Hi there, I'm Drew!**

<p><u>Ethics in Practice</u></p> <p>Buffalo State College Dietetics Lecturer</p> <p>Private Practice Consultant &amp; Speaker</p> <p>Hilbert College Nutrition Instructor</p> <p>Bing &amp; MSN Health Nutrition Expert</p> <p>TELUS Health RD, Clinician</p>	<p><u>Ethics in Volunteerism</u></p> <p>College of Dietitians of Ontario Performance Investigator &amp; Interviewer</p> <p>CDR Appeals Panel</p> <p>The Academy eNCPT User Advisory Group</p> <p>The NY State Academy ✓ Social Media Manager ✓ Communications Editor ✓ Strategic Planning Committee ✓ Annual Conference Chair</p>
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## Today's Agenda

*Learning Outcomes*

- Standards of professionalism**
  - Name at least 3 standards
- Examples of unethical online activities**
  - Identify 3 instances
- Appropriate engagement/response methods**
  - Describe at least 1 (re)action
- Additional guidance: resources & reporting**
  - Locate materials & tools

This session meets the CDR requirement for a unit of "ETHICS" during a 5-year renewal period.

The Academy & CDR are not responsible for the presenter's interpretation of the Code of Ethics or its enforcement as it relates to the scenarios & content presented.

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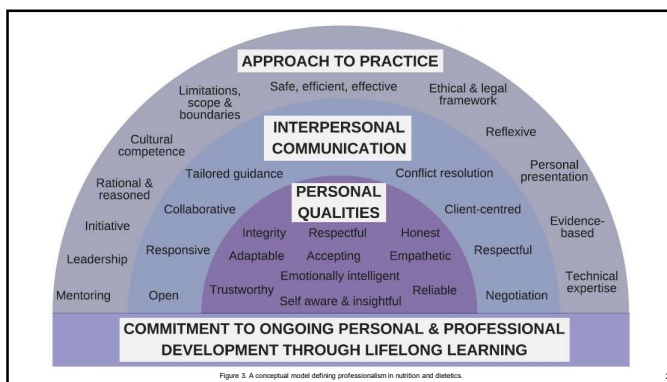


Figure 3. A conceptual model defining professionalism in nutrition and dietetics.

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“Food Counselor”

“Diet Consultant”

“Nutrition Coach”

**Registered Dietitian Nutritionist (RD/RDN)**

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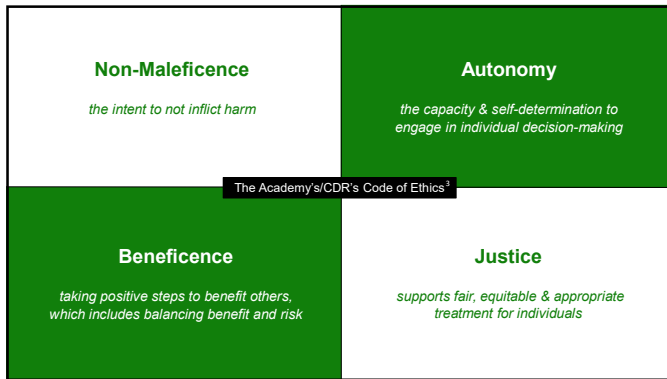
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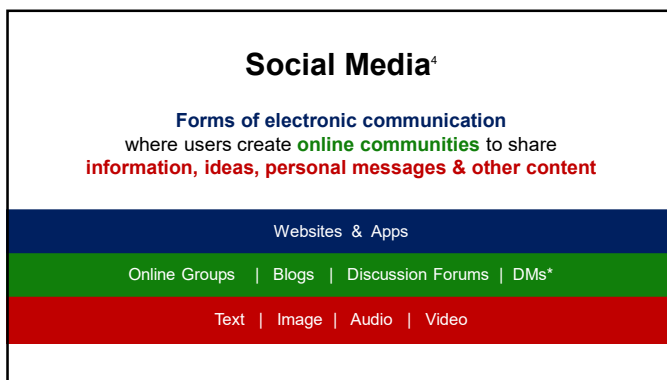
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## Personal Conduct<sup>6</sup>

*Avoiding offensive & inappropriate behavior*

Cyber-bullying

Threats

Profanity\*

Defamation

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**The Washington Post**  
*Powering Up to Business*

### There's drama on dietitian Twitter, and it's exposing deep rifts in nutrition doctrine

By Caitlin Dewey

November 28, 2017 at 7:00 a.m. EST

Rebecca Subbiah remembers times when dietitians on Twitter made her cry.

They mocked her intellect. They called her names. They circulated criticisms of her online.

All this happened because Subbiah, who is also a registered dietitian, unwittingly stepped into an online debate about industrial farming practices. She tweeted that she personally prefers organic foods because she believes they're better for the environment.

"It was terrible," Subbiah said. "Very toxic."

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**70%**

of employers use social media to research candidates<sup>7</sup>

**66%**

of employers use search engines to research candidates<sup>7</sup>

\*National survey conducted on behalf of CareerBuilder by The Harris Poll (April 4-May 1, 2018).

<sup>7</sup>Included a representative sample of 1,000+ hiring managers and human resource professionals across industries and company sizes in the private sector.

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## Misconduct

- Shaming others
- Name calling & harassment
- Defamation of character

### Standard 1: Non-Maleficence<sup>3</sup>

- **Principle g:** Act in a caring and respectful manner

### Standard 3: Beneficence<sup>3</sup>

- **Principle b:** Respect the values, rights, knowledge & skills of colleagues...
- **Principle c:** Demonstrate respect, constructive dialogue, civility & professionalism in all communications...
- **Principle f:** Refrain from...harassment.

what a sad angry man. maybe carbohydrates would help?

Why does America hate science

Who are you even? OHMY NRGs and Gloop, two of the most vicious & credible info. You must be so proud! Everything in your heart is WRONG, 'doctor'. How dare that you choose to mislead and confuse people.

Source: Twitter

## Professional Boundaries<sup>5</sup>

Account types

Connections with clients

Employment policies

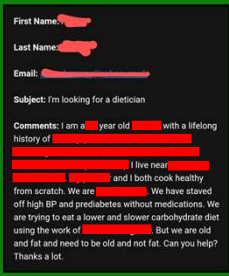
## Privacy & Confidentiality<sup>5</sup>

Obtaining **written consent**

Using a **respectful tone**

Including a **privacy statement & settings option**

## Privacy & Confidentiality



**First Name:** [redacted]  
**Last Name:** [redacted]  
**Email:** [redacted]  
**Subject:** I'm looking for a dietitian  
**Comments:** I am a [redacted] year old [redacted] with a lifelong history of [redacted]  
[redacted] I live near [redacted] and I both cook healthy [redacted]  
from scratch. We are [redacted] We have staved off high BP and prediabetes without medications. We are trying to eat a lower and slower carbohydrate diet using the work of [redacted] But we are old and fat and need to be old and not fat. Can you help? Thanks a lot.

Source: Facebook

- name & e-mail
- age
- sex & gender identity
- medical history
- residential information
- specific lifestyle info
- relationships

**Standard 1: Non-Maleficence**<sup>3</sup>

- Principle g: Act in a caring and respectful manner...

**Standard 2: Autonomy**<sup>3</sup>

- Principle b: Comply with all applicable laws and regulations...

**Standard 3: Beneficence**<sup>3</sup>

- Principle c: Demonstrate respect... civility and professionalism in all communications...

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## Self-Identification<sup>5</sup>

Disclosing **credentials** or **professional title**

Disclosing **employer**, when appropriate

Avoiding **anonymous posts**

Disclosing **Academy position(s)** during election campaigning

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## Content Credibility<sup>6</sup>

Providing **accurate** information

Distinguishing between & disclosing **science vs opinion**

Using **credible sources** & citing

Putting research into **context**

Addressing **misinformation & inaccuracies**

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## Content Credibility

- Misleading or inaccurate information
- Lack of context
- Lack of substantial evidence to support message

### Standard 1: Non-Maleficence<sup>3</sup>

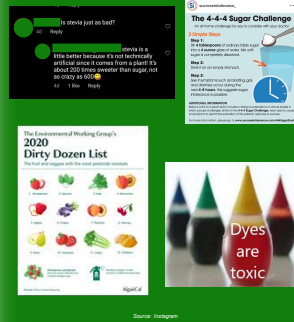
- Principle c: Assess the validity & applicability of scientific evidence...
- Principle d: Interpret, apply...research to enhance practice, innovation, & discovery.

### Standard 2: Autonomy<sup>3</sup>

- Principle e: Provide accurate & truthful information...

### Standard 3: Beneficence<sup>3</sup>

- Principle d: Refrain from communicating false, fraudulent, deceptive, misleading...statements or claims.
- Principle i: Contribute to the...competence of others...



Source: Instagram

## Professional Liability<sup>6</sup>

### Disclaimers

- Educational Purposes Only
- Medical
- Testimonials
- Assumption of Risk
- Errors & Omissions
- Endorsement & Affiliations

"The content provided on this website is intended to be used for educational and informational purposes only."

"The information provided is not a substitute for a professional medical opinion and medical diagnoses. It is advisable to contact a qualified health professional directly prior to adopting any information and advice presented here."

### Licensure restrictions

- Per State
- Out-of-state MNT & counseling

## Intellectual Property (IP)<sup>5</sup>

Follow **Copyright** laws, per state & social media platform


copyright.gov

Follow **Fair Use & Creative Commons** guidelines

creativecommonsusa.org

Obtain **permission** to share content

**Attribution** of the creator/author\*



## Copyright Infringement

- Permission not obtained to share content
- Attribution not provided\*

**Standard 2: Autonomy**<sup>3</sup>

- Principle b: Comply with all applicable laws and regulations...
- Principle d: Respect intellectual property rights...

Source: Instagram  
\*Permission granted for share author identity & content

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## Disclosure & Transparency<sup>5</sup>

financial relationships & conflicts of interest

editorial content vs advertisement

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## Appropriate (re)Actions

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## Before Filing a Complaint<sup>8</sup>

### Personal Grievances

Not specific to COE  
Principles & Standards  
Has no focus

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## Before Filing a Complaint<sup>8</sup>

### Legal

Not all law violations  
apply to the COE

Applicable issues must  
be resolved before  
considered by Committee

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## Before Filing a Complaint<sup>8</sup>

### Business

Business dispute

Breach of contract

Failure to provide  
products or services

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## Before Filing a Complaint<sup>8</sup>

**Employment**

- Disagreement on how to conduct business
- Time/hours worked
- Misleading statements to colleagues
- Employer asset misuse

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## Before Filing a Complaint<sup>8</sup>

Personal Grievances	Legal	Business	Employment
<p>Not specific to COE Principles &amp; Standards</p> <p>Has no focus</p>	<p>Not all law violations apply to the COE</p> <p>Applicable issues must be resolved before considered by Committee</p>	<p>Business dispute</p> <p>Breach of contract</p> <p>Failure to provide products or services</p>	<p>Disagreement on how to conduct business</p> <p>Time/hours worked</p> <p>Misleading statements to colleagues</p> <p>Employer asset misuse</p>

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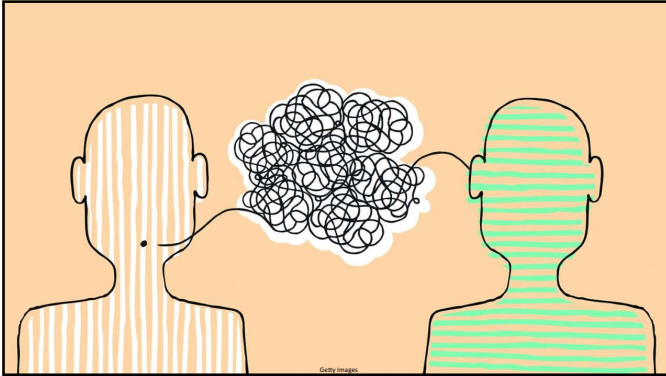
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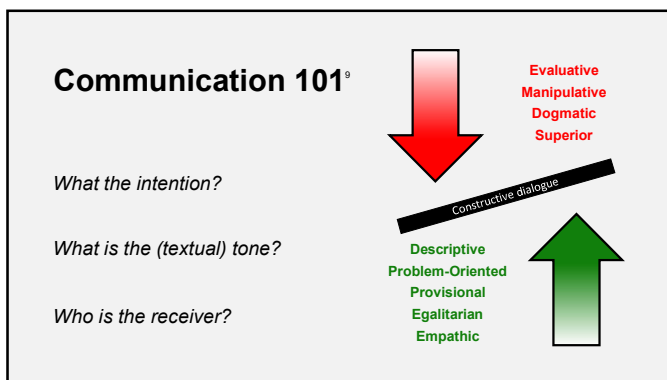
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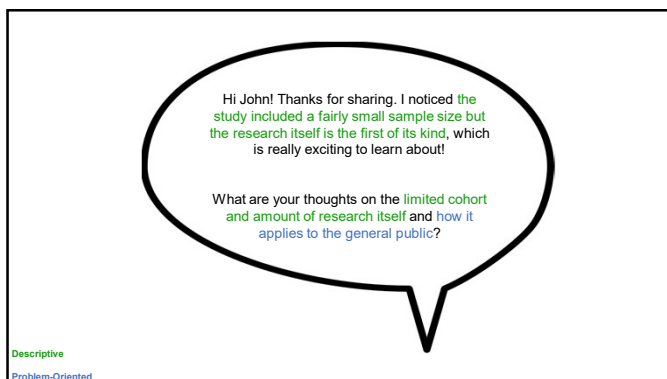
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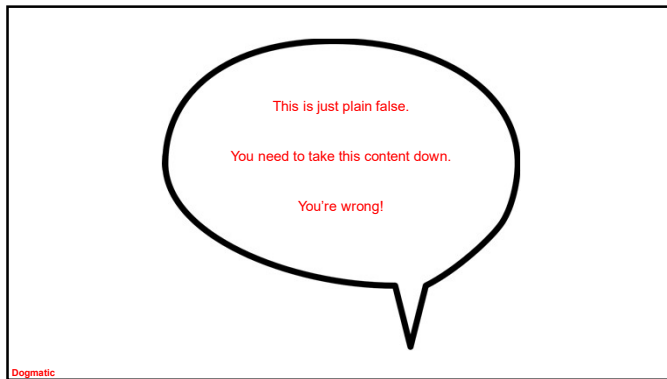
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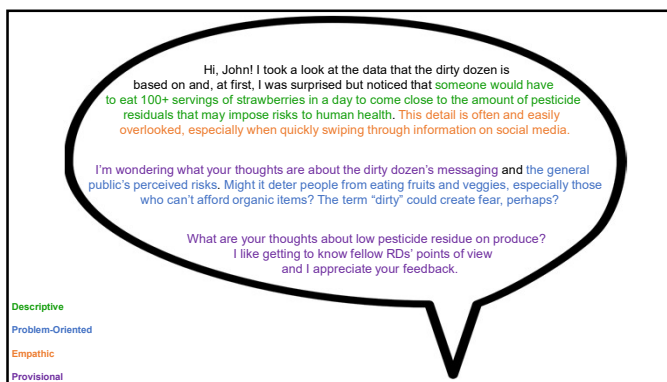
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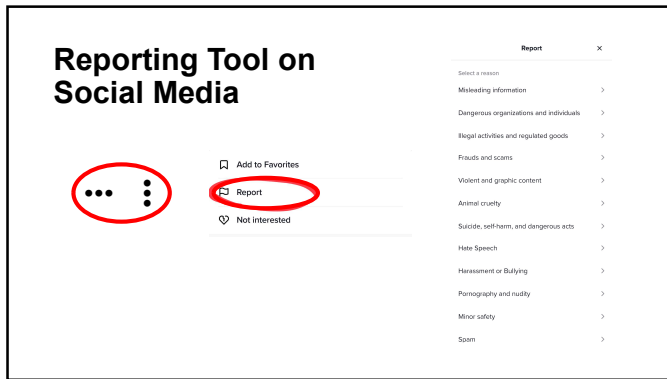
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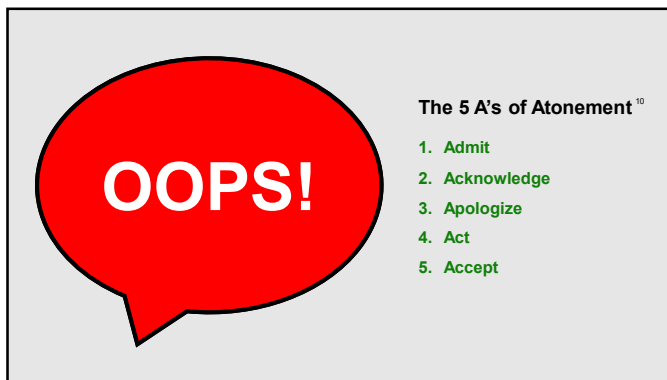
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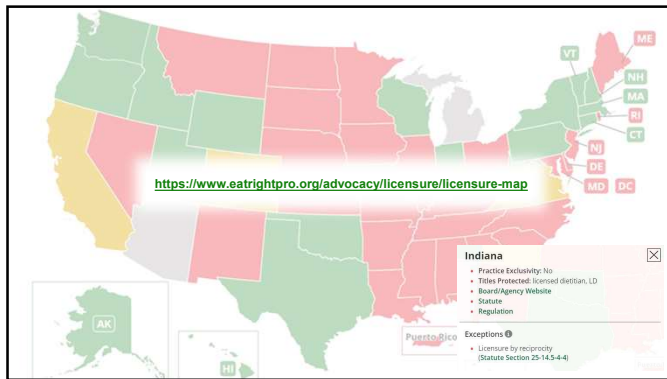
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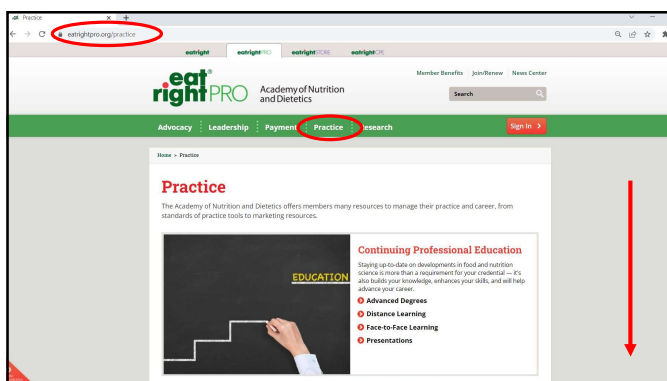
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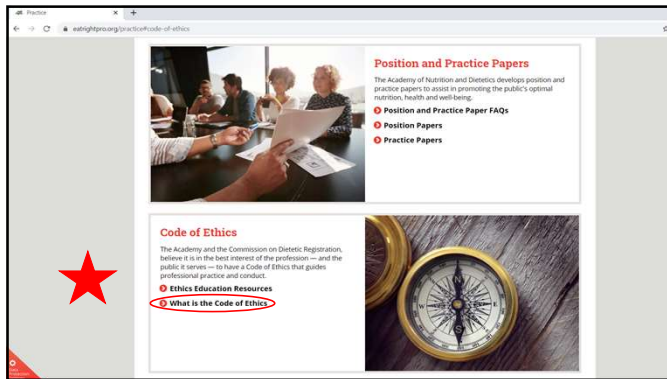
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## Complaint Form

1. Eatrightpro.org > Practice
2. Code of Ethics > What is the Code of Ethics?
3. Ethics Complaints and Violations

Link: <https://www.eatrightpro.org/practice/code-of-ethics/what-is-the-code-of-ethics/ethics-complaints-and-violations>

- Complaint Form

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### ACADEMY/CDR ETHICS COMPLAINT FORM

COMPLAINT OF ALLEGED VIOLATION OF THE ACADEMY/CDR CODE OF ETHICS FOR THE NUTRITION AND DIETETICS PROFESSION

Please return this completed form in an envelope marked **Confidential** to:

**Barbara Viscusi, MS, RD, FADA, FAND**  
Vice President, Member Services  
Academy of Nutrition and Dietetics  
120 South Riverside Plaza, Suite 2100  
Chicago, IL 60606-0095

This form must be completed to file a complaint under the Academy of Nutrition and Dietetics (Academy) Code of Ethics for the Nutrition and Dietetics Professions (Code).

To ensure public protection and maintain the credibility of CDR certificates and Academy members, the Commission and the Academy have adopted a fair and equitable process to allow individuals to bring forth issues or complaints concerning the conduct of a CDR certificate holder and/or an Academy member to the Commission and the Academy.

The ethics complaint procedures are intended to permit a fair resolution of Code of Ethics complaints in a manner that protects the rights of individuals while promoting understanding and ethical practice. The Ethics Committee (Committee) has the authority and flexibility to determine the best way to address violations of the Code of Ethics, including educational means where appropriate.

**Preliminary Review**  
Upon receipt of the complaint, a preliminary review is performed. The chair of the Ethics Committee, legal counsel for the Academy of Nutrition and Dietetics, and appropriate staff will review the complaint and all submitted materials to determine if all the required information has been submitted by the Complainant and whether an ethics issue is involved. This preliminary review may, or may not, result in a Complaint proceeding under the Code of Ethics.

In the Ethics Committee's experience, many of the matters submitted as possible Code of Ethics matters are not ethics matters. Instead, the matters presented are personnel, business, or employment disputes or legal matters that are not within the scope of the Code of Ethics.

If the preliminary review determines that the process should proceed, the Academy staff or chair of the Ethics Committee shall notify the Respondent (person against whom the complaint is made) that a complaint has been made and provide the Respondent with a copy of the complaint and all submitted materials.

The Ethics Committee shall file the below questions to assist you in thinking through whether an ethics complaint is appropriate based on your knowledge of the Academy/CDR Code of Ethics and the facts and circumstances of the potential ethics matter as you know them.

1. Legal/business/employment issue? (Stop!)

2. Submitter info

3. Ethics violator info

4. Ethics violation description

5. Ethics principles & standards

6. Supportive documentation

7. Witness information

8. Court or State board filing info

9. Submitter & Notary Public signatures

Must submit within 1 year of:

- becoming aware of violation
- Non-CDR complaint filing

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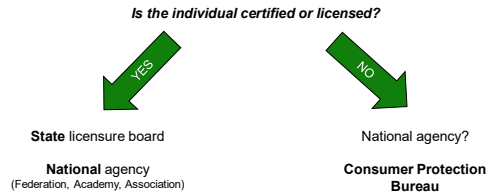
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## Grievances Against Other Practitioners




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## Related Indiana Practitioners

<https://www.in.gov/pla/professions/>

**Schedule an Appointment**  
The PLA is now accepting in-person appointments for limited transactions at our office. For more information on what transaction below, [Get Started](#).

- Accountancy
- Architecture
- Assisted Living Facility Assistants
- Architects & Landscape Architects
- Athletic Trainers
- Auctioneers
- Behavioral Health and Human Services
- Chiropractors
- Cosmetology & Barber
- Dentistry

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## Academy Resources

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## 16

## 17

Identifying and Managing Conflicts of Interest - Tony Pezzani (March 2020)

## Pledge of Professional Civility<sup>19</sup>

Demonstrate respect

Support constructive dialogue

Discourage public belittling

Model professionalism




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## Let's Recap

### Learning Outcomes

#### Standards of professionalism

- Conduct, Boundaries, Privacy, Identification, Credibility, Liability, I.P., Transparency

#### Examples of unethical online activities

- Conduct, Privacy, Credibility, I.P.

#### Appropriate engagement/response methods

- Constructive dialogue, reconciliation attempts, reporting

#### Additional guidance

- Academy Practice Paper, COE, additional resources
- State & organization reporting tools

LNCx: 1140, 4100, 7020  
Spheres: 1, 2, 4  
Pb: 1.1.2, 1.1.4, 1.1.6, 1.4.1, 1.5.3, 1.5.4, 2.1.7, 2.2.2, 2.2.5, 4.1.1

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Happy Posting!

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## References & Resources

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4. <https://www.merriam-webster.com/dictionary/social%20media>
5. <https://www.eatrightpro.org/-/media/eatrightpro-files/practice/position-and-practice-papers/practice-papers/socialmediapracticepaper.pdf>
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14. <https://www.eatrightpro.org/-/media/eatrightpro-files/practice/disciplinaryandethicscomplaints-policy.pdf>
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