

NEWS for the Licensed Dietitian



A newsletter published by the Oregon Board of Examiners of Licensed Dietitians

MESSAGE FROM THE CHAIR

Special points of interest:

- Congratulations to New Licensees
- Board Action
- Renewal Notices
- LD Benefit
- Licensure Questions
- Consumer Topics

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The Licensure Board continues to work on a number of projects and issues. One such project involves a recent mandate by the State of Oregon to improve health care access by racial and ethnic minorities. The Legislature is concerned about those who might be underserved by health-care providers because of ethnic and/or language differences. To answer this Legislative concern, the board will be asking you to voluntarily complete a survey as to your racial/ethnic origin and languages spoken/written. Watch for the survey with your next license renewal forms. We assure you that the results will be reported to the Legislative Assembly without personal information attached.

In its endeavors, the Licensure Board continually strives to consider the agency's statutory mission to protect the health, safety and well-being of Oregonians by regulating dietetics practice. In keeping this mission in mind, the board has written a public service announcement to be aired in the Portland area and possibly in other parts of the state. We hope that you will hear the announcement on the radio; we would appreciate any feedback. The text of the PSA reads as follows:

In order to protect the public from potentially harmful nutrition advice, the State of Oregon has established licensure for dietitians. The licensed dietitian must meet and maintain national and state standards of knowledge and experience as well as maintain standards of professional ethics. This process is assured by the Board of Examiners of Licensed Dietitians. The

public is welcome to consult the board through its Internet site located at <http://www.oregon.gov/obeld>. This site provides the consumer with a current listing of licensed dietitians in the State of Oregon as well as other valuable resources. The Board urges Oregonians to inform and protect themselves by using the website and seeking nutrition and diet advice from licensed dietitians.

The Board is pleased that the number of licensed dietitians is now at 359; we have nearly reached our goal of 400.

The State of Oregon Performance Measure Review Committee has found the Board's performance measures to meet guideline criteria and to address the scope of agency responsibility. The performance measures for the next biennium are: to process all completed applications within two weeks, to process all complaints within nine months, and to determine agency service quality. We would greatly appreciate your comments and response to our survey when it comes with your license renewal material this fall.

In closing, please feel free to call with questions. Our administrator, Doug Van Fleet, is available by phone or website, as are our board members.

~ Madeline Koontz, RD, LD, Chair

Congratulations To New Licensees

The Board would like to welcome the following newly Licensed Dietitians

COOS BAY

JULIE CUMMINGS

CORVALLIS

TERESA COCHRAN

GRESHAM

JAN APLAND-CURTIS

MILWAUKIE

ALISON GOERL

PORTLAND

CHERI BATES

DAWN GRAY

MELISSA KORSVALL

JENNIFER MARTIN

SALEM

SANDRA FARLEY

STEPHANIE REEDZE

SUNRIVER

FRANKIE RIPPY

TIGARD

SALLY METZ

AMY SCOTT

WILLIAMS

KAREN WESTOVER



Congratulations

BOARD ACTION

Joint ODA/WSDA Meeting Report

Washington and Oregon Dietetic Associations held their joint annual meeting March 29, 30 and 31. The meeting was at the Oregon Convention Center, in conjunction with the Northwest Food Show. The Board of Licensed Dietitians displayed materials and board members were available for questions during the convention.

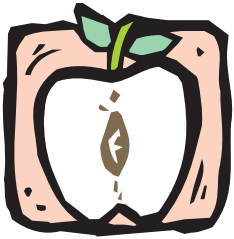


RENEWAL NOTICES

The Board office will be sending renewal notices to current licensed dietitians early this fall. Licensure renewals are \$150 for two years beginning November 1, 2003 through October 31, 2005. Dietitians becoming licensed for the first time also have an initial application fee. There have been no fee increases.

INTERESTED IN CONSUMER TOPICS?

The following notices may be of interest to LD's who follow consumer safety and nutrition fraud topics.



FDA Announced Initiative and Guidance on Qualified Health Claims.

On December 18, 2002, FDA announced its new initiative to make available more and better information about foods and dietary supplements, to help American consumers prevent diseases and improve their health by making sound dietary decisions. The Consumer Health Information for Better Nutrition Initiative comprises three related actions: issuing guidance on qualified health claims for conventional foods and dietary supplements; strengthening enforcement of dietary supplement rules; and establishing an FDA Task Force on Consumer Health Information for Better Nutrition.

* FDA Press Release (December 18, 2002):

<http://www.fda.gov/bbs/topics/NEWS/2002/NEW00859.html>

* Guidance for Industry - Qualified Health Claims in the Labeling of Conventional Foods and Dietary Supplements (December 18, 2002):

<http://www.cfsan.fda.gov/~dms/hclmgi2.html>

Excerpted from: Consumer Health Digest

FTC Chairman Hits TV Ad Policies.

FTC chairman Timothy J. Muris has urged media executives to "Do the Right Thing" and stop running ads that contain obviously deceptive weight-loss product claims. Speaking to the Cable Television Advertising Bureau in New York, Muris said that ads that make claims that are clearly implausible and patently false, "run in all forms of media, with the notable exception of network TV." He urged members of the media to help protect consumers, as well as the credibility of advertising, by promoting truthful weight-loss ads. After showing a typical infomercial, he commented:

"You do not need to be a scientist, ad executive, or expert to recognize the outrageous claims you just heard. Judging by the reaction in this room, I know that you do not. The common reaction when I show such an ad to a sophisticated audience is laughter, but these ads are no laughing matter. Targeted to consumers trying to lose weight, they make claims and promises that are clearly implausible and patently false. They cause millions of dollars in consumer injury by offering the false hope of a 'fast fix' to people, some of whom are desperate to solve a serious health problem." [Muris TJ. "Do the right thing." Speech to Cable Television Advertising Bureau, New York City, Feb 11, 2003] <http://www.ftc.gov/speeches/muris/030211rightthing.htm>. Since 1990, the FTC has brought 98 cases against deceptive marketers of weight-loss products.

Excerpted from Consumer Health Digest #03-07 February 18, 2003

Operation Cure All.

Looking to cure a serious ailment? Unfortunately, consumers spend millions of dollars every year on unproven - and often useless - health products and services. Health fraud trades on false hope. It promises quick cures for dozens of medical conditions - from arthritis and obesity to osteoporosis, cancer and AIDS. Fraudulently marketed health products can keep people from the medical treatment they need, and some can cause serious harm.

The Federal Trade Commission is targeting false and unsubstantiated health claims on the Internet through Operation Cure-All - a law enforcement and consumer education



campaign. This website offers information for consumers on how to recognize health fraud, guidance for businesses on how to market health products and services truthfully, and information about the FTC's initiatives. *For more information and excerpted from:* <http://www.ftc.gov/bcp/online/edcams/cureall/index.html>

Poll Probes Consumer Vulnerability to Dietary Supplement Claims.

A Harris poll conducted for the International Longevity Center has found that most people (a) take supplements, (b) don't believe "anti-aging" product claims, and (c) overestimate the government's ability to regulate claims made for dietary supplement and herbal products. The survey, done by telephone in October 2002, involved a cross-section of 1,010 American adults age 18 and older. (*Harris Interactive Health Care News*), Dec. 23, 2002. The key findings included:

- 68% mistakenly believed that the government required product labels to include warnings about potential side effects or dangers.
- 59% mistakenly believed that the products must be approved by an agency like the FDA before they can be sold to the public.
- 55% mistakenly believed that manufacturers are not allowed to make claims for product safety without solid scientific evidence to support them.
- 69% said they took vitamins, minerals, or food supplements, with a median of about 1 dose per day.
- 90% said they did not believe that taking medications or supplements would prevent generally healthy people from getting old.
- 94% said they did not believe claims about "anti-aging" medicines on TV.

Although the percentage of people who represent themselves as not susceptible to anti-aging promotions is large, the number of people at risk is over 15 million, which is enough to sustain a large industry.

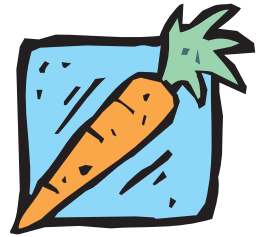
Widespread ignorance of regulation and labeling of vitamins, minerals and food supplements is found at: http://www.harrisinteractive.com/news/newsletters/healthnews/HI_HealthCareNews2002Vol2_Iss23.pdf *Excerpted from: Consumer Health Digest #03-16 April 22, 2003.*

www.Nutrition.gov Has It All (Almost).

The federal government recently launched www.nutrition.gov, a Web site that provides one-stop access to all online federal government information on nutrition. Information is arranged by subject category: nutrition, eating patterns, physical activity, and food safety. In addition, the site includes specialized nutrition information for infants, children, teens, adult women and men, seniors, and minorities. The Web site also links to information about nutrition and food assistance programs; federally supported research, reports, and brochures; and funding opportunities in the federal government. To visit the Web site, go to:

www.nutrition.gov/home/index.php3

Excerpted from [ncba healthcare] U-mail February Vol.2003, No.3



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*... protecting the public's health,
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*The **News for Licensed Dietitians** is published by the
Board of Examiners of Licensed Dietitians as part of its
mission to protect the public's health, safety and well-being
by regulating licensed dietetic practice.*

WE'RE ON THE WEB!
<http://www.bld.state.or.us>
