

Identification of Mega Issues

HOD Fact Sheet

House of Delegates

February 2011

To accomplish the main role of the House – to govern the profession – delegate functions include addressing professional issues facing the membership by representing and advocating member issues impacting the profession and identifying issues ([HOD Manual A.4](#)). Since the adoption of Knowledge-based Strategic Governance which calls for addressing mega issues, the House has conducted over 38 HOD dialogues regarding mega issues and HOD business.

HOD Core Function Dialogue Question: What strategic mega issues need to be addressed by the Association and profession to achieve the ADA mission and vision?

Expected Outcomes: Strategic mega issues will be identified and prioritized.

Definition

A mega issue is an overriding issue of strategic importance, which cuts across multiple goal or outcome areas. It addresses key strategic questions the organization/profession must answer, illuminating choices the organization/profession must make and the challenges that will need to be overcome in moving toward the envisioned future. A mega issue articulates the questions that will need to be asked and answered by the Association/profession in the next 5-10 years.

Past Mega Issues or HOD Core Functions Addressed by the House of Delegates

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| <p>2004 • Meeting the Challenges of a Culturally/
Ethnically Diverse Population</p> <ul style="list-style-type: none"> • HOD Core Function Dialogue: HOD Composition • Communications • Generational Diversity | <p>2007 • Image of Dietetics</p> <ul style="list-style-type: none"> • Public Policy and Advocacy • Health Disparities |
| <p>2005 • Safety of the Food and Water Supply</p> <ul style="list-style-type: none"> • The Value of ADA Membership • Dietetics Professionals & ADA Organizational Units Relations with Industry • Role of the Dietetics Professional in Supporting a Sustainable Food Supply | <p>2008 • The Changing US Family and the Practice of Dietetics</p> <ul style="list-style-type: none"> • Nutrition Informatics • Nutritional Genomics |
| <p>2006 • Safety of the Food and Water Supply</p> <ul style="list-style-type: none"> • HOD Core Function Dialogue: Strategic Direction for the Profession | <p>2009 • Prevention of Childhood Obesity</p> <ul style="list-style-type: none"> • Evidence-based Practice • Health Reform |
| | <p>2010 • Health and Nutrition Literacy</p> <ul style="list-style-type: none"> • Management and Leadership Across Practice • Health Reform – Next Steps • HOD Core Function Dialogue: ADA Multidisciplinary Membership Category |
| | <p>2011 • HOD Core Function Dialogue: Identification of Mega Issues</p> <ul style="list-style-type: none"> • Market Place Relevance |



Mega Issues List

The prioritized list of mega issues serves as a guide or roadmap for determining HOD dialogue sessions; however, it is not an absolute list that must be used. The HLT may deviate from the list due to the criticality of a new issue that needs attention.

Trend Review and Consideration of Environmental Influences

As leaders in the profession, delegates are able to connect with a large number of members, in a variety of settings, allowing observations of what is occurring “real time” in the profession. This puts them in the unique position to identify mega issues affecting the profession. Delegates should connect with members to identify current and, especially, future trends facing the profession. Delegates are also encouraged to read the [Future Changes Driving Dietetic Workforce Supply and Demand Future Scan 2011-2021](#) and become familiar with factors influencing the future environment the profession.



Mega Issue Identification

The House of Delegates conducts a Mega Issues Identification Session every two years (Fall or Spring Meeting). The HOD conducted last mega issues identification session in October 2008 during the Fall HOD Meeting. The current list of mega issues can be obtained from www.eatright.org/HOD > Mega Issues and Backgrounders > Mega Issues List.

Mega Issue Identification Questions

- What is the mega issue?
Define the mega issue: The issue must be delineated out to provide a picture of the situation. It cannot be a simple statement or key words.
- What is the strategic importance of the issue to the profession?
- What are the challenges posed by the issue for the profession in the future?
- What is the context for the issue as it relates to practice?
Consider all areas of practice, including but not limited to: clinical, public health/community, management, education, research, consultation and business.
- Validate the mega issue.
Report any literature or activities that indicate the significance of the issue to the profession now and in the future. Provide literature citations regarding the issue; cite current activities by government (national), agencies or other organizations related to the issue.

Discussion Activity – Talk with Your Delegate

Talk with your delegate(s) about the mega issues facing the profession. Delegates will be discussing this issue at the Spring 2011 HOD Meeting (April 30 and May 1). Delegate contact information is available at www.eatright.org/leaderdirectory.

To obtain the full backgrounder “Identification of Mega Issues”, visit www.eatright.org/HODMegaIssues.