

Good Governance & Self-Regulation



Laurel Hoard, RD
President

You will find a bookmark inserted with this *résumé*, on one side is the new logo with an explanation of its meaning, and on the other is the new public education advertisement. We are asking you to support this campaign by talking about it to your colleagues and clients.

If you would like more copies of this bookmark for clients, you may order them by calling Bev Nopra, extension 221 or '0'.

I feel very lucky to be assuming the office of President for the next year, and thank my colleagues for the opportunity. For about 15 years, Registered Dietitians in Ontario have been participating in the concept of self-regulation through the organization of our regulatory College. During our Council meetings, RDs along with Public Appointees provide strategic direction and oversight to the College through discussions that always uphold the public interest mandate while carefully considering fairness to our members. We are aware that self-regulation has not survived in other places around the world because regulatory bodies have not been able to clearly separate these regulatory and self-interest roles.

In recent years, many new requirements have been introduced by the government which not only affect the 'self' in 'self-regulation', but challenge our resources to comply given that we are a small College. However, our current model is still preferred to the alternative, which would be more government control in health regulatory matters. So, in order for our College to remain strong, we need to do a good governance job in areas such as handling complaints, ensuring competency of practicing dietitians and maintaining Council focus on strategic direction and accountability. I look forward to working together over the next year with these thoughts in mind.

NEW COLLEGE LOGO

We are very excited about the new College logo being launched with this issue of *résumé*. The new logo complements the look and feel of *résumé* and the website. The large arc, acting as an umbrella, symbolizes the duty of the College in protecting the public and its oversight role in regulating the profession. The protective arcs facing each other symbolize the College and dietitians, the green arc, working together for the common goal of public protection. The public is represented by the smaller orange arc in the centre.

PUBLIC EDUCATION CAMPAIGN

The introduction of the new logo coincides with the College's new public education campaign. The campaign will inform the Ontario public about the role of Registered Dietitians, the range and quality of their professional services and the role of the College in regulating the profession in the public interest. It will kick-off this Fall with an advertisement in the *Canadian Living Magazine*, appearing in September and November in both hard copy and online.

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