



NATIONAL ASSOCIATION OF NUTRITION PROFESSIONALS

2021 ANNUAL REPORT

Our Mission is to advocate for and empower you, our flourishing and diverse community of professionals dedicated to holistic nutrition principles. Like you, we envision a future where people choose food as their medicine. We support your efforts to bring this vision to fruition in all we do.

In year two of the pandemic, NANP continued to make forward progress, most notably with a significant legislative win in Missouri, the rollout of our new certification exam for Dietary Supplement Professionals, and the launch of our extraordinary member platform, myNANP. Below are more insights from 2021.

LEGISLATIVE WIN

Due to the efforts of NANP's Legislative Affairs Division and a dedicated team of advocates, Governor Parson of Missouri signed HB476 on June 22, 2021, amending the Dietitian Practice Act, which changed Missouri to a Title Protection State. Holistic Nutrition Professionals may now work with clients and provide individualized advice, counseling, and evaluations concerning food, diet, or nutrition.



CERTIFIED DIETARY SUPPLEMENT PROFESSIONAL (CDSP™)

- CDSP™ exam rolled out in January 2021
- 11 members took and passed the exam



MY NANP

- Launched in September
- 556 of 1,069 members logged on
- 248 friend requests accepted



MEMBERSHIP

- 1,069 total members
- 393 new members
- 515 members renewed



BOARD EXAM

- 124 members took the exam
- 94 members passed the exam



2ND VIRTUAL HEALCON

- 255 Annual Conference attendees
- 19 exhibitors
- 8 Pre-conference Workshop attendees



NOURISHING YOUR PRACTICE PODCAST

- Released 42 new episodes
- 7,790 total show listens



EDUCATION

- 11 Scoop Webinars; 8 clinical and 3 business
- 24 new Continuing Education Programs approved



SOCIAL MEDIA & COMMUNICATIONS

- 71,000+ new visitors to NANP.org
- 9,700+ Facebook
- 1,200+ Instagram followers
- 10,000+ email subscribers