

ADSA DIRECTIONS – November 2022

Message from the ADSA President (Maria Van Der Merwe)

With the year rushing to its end, we took a moment to pause and reflect on the 2021–2023 ADSA Executive Committee's activities over the past 18 months. Short presentations on the individual portfolio activities and achievements can be viewed on ADSA's website (www.adsa.org.za), demonstrating how ADSA continues to serve the

interests of Dietitians in South Africa and promote the nutritional wellbeing of the community. We extend a word of appreciation to the Executive Committee, Branch Committees, our Spokespersons and all ADSA members who have contributed towards the representation and development of our profession.

ADSA BGM

The ADSA Executive Committee hosted the ADSA Biennial General Meeting (BGM) as a virtual event on 18 October 2022, attended by ADSA members. The meeting began with a word of thanks and appreciation by past ADSA President, Megan Pentz-Kluyts. The President's report was presented by Maria van der Merwe, and the Financial Report by Estelle Venter,

Treasury portfolio holder. Proposed amendments to ADSA's constitution were presented, and there was a unanimous vote in favour of the amendments. As an ADSA member your opinion and contributions to the running of ADSA are very important, thus we thank those of you who supported the event.

ADSA in the News

ADSA's PR team has been extremely busy during the third quarter of 2022. The following media releases were compiled and distributed to media across the country:

- July – Corporate wellness & hybrid working
- August – World Breastfeeding Week
- September – Kidney Health

In July and August alone, ADSA responded to numerous media releases and ad hoc media requests, and our Spokespeople were featured in 148 media

clippings across print and online media, radio, and television, reaching a potential audience of over 84 million people. The media coverage reports provide further details and can be viewed here: <https://www.redbook.co.za/share/book/1a53eba1f9d6b4f6417398005ba9d615> and <https://www.redbook.co.za/share/book/b34eabe22b38a7c21f20987e19d0a1c9>.

If anyone is interested in becoming an ADSA spokesperson, please email Retha Harmse at adsapublicrelations@gmail.com.



National Nutrition Week 2022: 'Make Healthy Food Choices Easier'

South Africa commemorates National Nutrition Week (NNW) every year from 9–15 October to encourage South Africans to make healthy choices towards improved nutrition, each year with a themed campaign. The overarching objective of the NNW 2022 campaign: 'Make healthy food choices easier', helps adults, adolescents and caregivers to make healthy

and affordable food choices every day by eating regular and correctly portioned healthy meals and snacks and by being physically active. Thank you to all ADSA members who supported the campaign by sharing the key messages and infographics via social media and in your places of work. The resources can still be accessed at www.nutritionweek.co.za.

ADSA Executive Committee Roadshow

The ADSA Executive Committee has embarked on a Road Show, visiting five branches between October and November 2022. The main aim of the Road Show was to engage directly with members, showcasing how ADSA is representing and growing the profession and to reflect on current trends in the profession. We are also making use of this opportunity

to share information on the ImpENSA Training Programme, the results of a multi-centre collaboration aimed at equipping healthcare professionals in South Africa with knowledge and skills to improve micronutrient malnutrition and behaviour change in the first 1 000 days of life. The Road Show visited the rest of the branches in early 2023.



Stay in touch

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- www.facebook.com/ADSAorgza
- www.twitter.com/ADSA
- <https://www.instagram.com/adsaorgza/>
- Blog: <http://nutritionconfidence.wordpress.com>
- Website: <http://www.adsa.org.za>
- Email: info@adsa.co.za or adsacomms@gmail.com