

PUBLIC RELATIONS REPORT JANUARY 2015 TO JUNE 2015

Maryke Gallagher

Dear Dietitian

The past six months have been a very busy time for ADSA's PR team. We would like to take this opportunity to share some of the activities with you. A full report is available on the ADSA website. Thank you to all our ADSA spokespeople and other ADSA members assisting us with various media requests. We appreciate your support!

Media requests - Generic

Weekly, since February 2015

- Weekly nutrition interview slot with UNISA Radio (Thursday's at 16:35 for 20 minutes) covering various nutrition related topics. (February to June 15 – more than 15 interviews)

Monthly, since October 2014

- Monthly page in MyKitchen magazine (Foschini Group Club magazine) called HealthCheck. ADSA RD spokesperson interviewed on a different topic every month. (January to September 2015 – 9 articles with different ADSA spokespeople)

January 2015

- SAB Leaders Magazine – Breakfast article – ADSA RD Nathalie Mat
- Rooi Rose online – Health foods & trends – ADSA RD Maryke Gallagher

February 2015

- Lotus FM interview on 'Women's Healthy Weight Day' – ADSA RD Jade Seeliger
- Sunday Times media request on 'healthy vs unhealthy pre-packed foods' – ADSA RD Brigitte LeClercq
- Rapport query on saturated fat and ADSA's view on banting – ADSA response & RD Celeste Naude response

March 2015

- Ubuntu / Leaders in Wellness magazine – Diabetes query & content – ADSA RD Ria Catsicas
- Carte Blanche – Sugar Addiction insert with ADSA President interviewed (filmed in March, aired in May).
- Mental Health Matters – Interview with Maryke Bronkhurst on Mental Health & Nutrition
- Shift TV programme – insert on Salt Awareness Week incl. interview with ADSA RD Lerato Radebe
- Farm Link Africa – Hormones in food article – ADSA RD Maryke Gallagher

April 2015

- Your Family – Sugar Article – ADSA RD Vanessa Clarke

May 2015

- The Times – Female obesity vs male obesity – ADSA RD Catherine Pereira
- The Times – questions relating to ADSA’s sponsorship policy – ADSA RD Maryke Gallagher & Claire Julsing-Strydom
- Grass Consumer Action Group’s Sonia Mountford – Questions relating to ADSA’s sponsors and sponsorship policy – ADSA RD Maryke Gallagher and Lila Bruk
- Health24 (Mandi Smallhorne) – response to the comments of the Academy of Nutrition and Dietetics on the Scientific Report of the 2015 Dietary Guidelines Advisory Committee (the "Committee" or DGAC) (the "Scientific Report") released February 23, 2015– ADSA RD Maryke Gallagher
- BizNews – response to the comments of the Academy of Nutrition and Dietetics on the Scientific Report of the 2015 Dietary Guidelines Advisory Committee (the "Committee" or DGAC) (the "Scientific Report") released February 23, 2015– ADSA RD Maryke Gallagher
- BizNews – Queries about sponsorship, sponsors – ADSA RD Maryke Gallagher and Claire Julsing-Strydom

June 2015

- BizNews – Response to Dietitians Association of Australia expulsion of dietitian – ADSA RD Maryke Gallagher
- Your Family – Food Cravings – ADSA RD Nathalie Mat & Xoli Dube
- Biznews – Dietitians and consumers deserve more credit (response to GRASS action article: Dietitians dishing you up a daily menu of unhealthy advice?“) – ADSA RD Maryke Gallagher

ADSA Statements

From April 2015 to June 2015 ADSA released three statements, posted on our blog and available on our website:

- Infant Nutrition Statement
- Optimal Nutrition Statement
- Dietitians in South Africa (role of the dietitian in various sectors) statement.

Nutrition Confidence Recipes

By now most ADSA dietitians are familiar with the Nutrition Confidence Recipes we’ve been launching monthly since 2014 that include healthy seasonal recipes developed by Chef Vanessa Marx and approved by ADSA spokespeople. These recipes also provide nutrition information per recipe as well as useful information on why dietitians like the recipe and nutritional information on specific ingredients. These recipes are posted on our blog and Face book; and often more coverage are generated by other media houses.

Coverage generated for recipes, linked to ADSA, since January 2015:

- IAFRICA online – 02/01 – Veggie Burgers
- Womenshealth.co.za – 04/01 – Spinach & Beetroot Salad
- IAFRICA online – 08/01 – Rooibos & Pomegranate Ice Tea
- Graziadaily – 29/01 – Veggie Burgers
- Getitonline – 30/01 – Fishcakes with barley salad & lemon drizzle
- Food24 – 03/02 – Fishcakes with barley salad & lemon drizzle
- IAFRICA online – 03/02 – Fishcakes with barley salad & lemon drizzle
- Graziadaily – 03/02 – Orange & Almond Torte
- Graziadaily – 17/02 – Spinach, beetroot & pomegranate salad
- 9Lives Blog – 09/02 – Fishcakes with barley & lemon drizzle
- Get It magazine – March – Rooibos & Pomegranate Ice Tea
- Getitonline – 13/04 Orange Almond Torte
- Ripple Effect – April – Editorial on NutritionConfidence Recipes
- Womenshealth.co.za – 17/04 – Quinoa & Fig Salad
- Glamour online – 17/04 – Healthy desserts
- 9Lives Blog – 20/04 – Raw avocado & chocolate mousse

Social Media Activities (Blog, Facebook, Twitter) January 2015 – June 2015

*the number in the Facebook column represents the number of people reached with each post.

Table 1

<u>Date</u>	<u>Activity</u>	<u>Blog</u>	<u>Facebook</u>	<u>Twitter</u>
19/01	Healthy Eating, Healthy Living Post	Yes	Yes (2740)	Yes
20/01	Generic NutritionConfidence Post	No	Yes (949)	No
21/01	National Hug Day	No	Yes (632)	Yes
22/01	Maintaining a healthy weight has endless benefits	No	Yes (1100)	Yes
23/01	Fishcakes Recipe	Yes	Yes (8000)	Yes
11/02	Pregnancy Awareness Week	No	Yes (2 100)	Yes
16/02	Shared Scoop Nutrition post on 'alkalising trend'	No	Yes (735)	Yes
17/02	Share Grazia's NutritionConfidence recipe coverage	No	Yes (427)	Yes
17/02	Shared Eatright's article on 'whole grains'	No	Yes (598)	No
19/02	Low Carb Conference attendance post	No	Yes (1400)	Yes
23/02	Shared Dr Katz article following the recent release of the 2015 Dietary Guidelines Advisory Committee report	No	Yes (1040)	No
24/02	Announcement of LCHF discussion group on LinkedIn	No	Yes (1300)	No
25/02	Response to Consumer Grass Action Group	Yes	Yes (603)	Yes
26/02	Shared timeslive review of LCHF conference	No	Yes (1100)	No
09/03	Shared 'Take it with a pinch of salt' article from MyKitchen (RD Alpha Rasekhala)	Yes	Yes (1100)	Yes
10/03	Raw Avocado Chocolate Mousse	Yes	Yes (23 900)	Yes
12/03	World Kidney Day – Kidney Health (RD Brigitte LeClercq)	Yes	Yes (1200)	Yes
12/03	Shared Destiny article on 'Causes of Wind' (with Nathalie Mat & Jenny Meyer)	No	Yes (1100)	No

13/03	Breakfast post by Nathalie Mat	Yes	Yes (4900)	Yes
27/03	Kob & Fennel recipe	Yes	Yes (4000)	Yes
31/03	Success Story – Carla Schoeman	Yes	Yes (14168)	Yes
07/04	World Health Day ‘From farm to plate, make food safe’	No	Yes (545)	Yes
09/04	Shared MyKitchen’s article on juicing (RD Nathalie Mat)	Yes	Yes (1700)	Yes
10/04	Gluten & Sugar Free Brownies	Yes	Yes (4500)	Yes
24/04	Fig & Quinoa Salad	Yes	Yes (5000)	Yes
27/04	Infant Nutrition Statement	Yes	Yes (7900)	Yes
29/04	Optimal Nutrition Statement	Yes	Yes (5300)	Yes
05/05	Shared Women’s Health online article on brownies	No	Yes (437)	Yes
08/05	Raw Chocolate Truffles	Yes	Yes (10500)	Yes
12/05	Shared ‘Banting for children’ article on IOL	No	Yes (2900)	Yes
15/05	Shared article on ‘Not all sugars are equal’	No	Yes (1800)	Yes
18/05	ADSA in SA & Dietitians Statement	Yes	Yes (1600)	Yes
22/05	Meet the Dietitian ‘Nathalie Mat’	Yes	Yes (1300)	Yes
28/05	World Hunger Day	No	Yes (3000)	Yes
31/05	Carte Blanche Sugar Addiction Post	Yes	Yes (1800)	Yes
01/06	World Milk Day	Yes	Yes (2500)	Yes
04/06	HPCSA Hearing Statement	Yes	Yes (14000)	Yes
09/06	Success Story – Michael North	Yes	Yes (4000)	Yes
19/06	Maryke Gallagher Letter to BizNews	Yes	No	No

Success stories

- Started a series of success stories where dietitians and their clients / patients share their stories with us. Two have been published, with the third to be published before end June.

Meet The Dietitian

- Started a series of ‘meet the dietitian’ posts – first one was RD & ADSA spokesperson Nathalie Mat.
- Dietitians answer a set of questions relating to their work, nutrition and love of food.
- This will continue until the end of 2015

EFSA OPINION - Feedback to the Department of Health

In April 2015 ADSA commented on **FSA NDA Panel (EFSA Panel on Dietetic Products, Nutrition and Allergies), 2015. Scientific Opinion on the essential composition of total diet replacements for weight control. EFSA Journal 2015, 13(1):3957, 52 pp. doi:10.2903/j.efsa.2015.3957**; following a request by the Department of Health, Directorate: Food Control. ADSA reviewed the guiding principles and scientific opinion set by the EFSA (Panel on Dietetic Products, Nutrition and Allergies) on total meal replacement for weight loss. ADSA concluded that the overall process of the scientific method involved deriving the values is backed by appropriate data and consensus recommendations

and explained logically in the report. Importantly, the Panel had also advised on potential conditions and restrictions of use for these products.

Please contact us should you request the full response

THE LOW CARB HIGH FAT CONVENTION

ADSA attended the Old Mutual Health convention (Low Carb High Fat convention) at the CTICC in Cape Town from 19 – 23 February 2015. Numerous international speakers presented on various topics. The program is available on the website: <http://www.lchfconvention.com/>

- Several tweets were shared from the ADSA handle relating to convention content.
- Ahead of the conference ADSA members were informed that an ADSA representative would be at the convention and that info would be shared via a closed LinkedIn discussion group following the convention.
- Members were informed via Facebook and a mailer to join the LinkedIn group.
- The ADSA Community of Practice LinkedIn group has 72 members so far and are open to all ADSA members.
- After the convention several statements were compiled and posted for discussion on the LinkedIn group, followed by a summary of the discussion. *For more information on these discussions feel free to contact us.*
- After the conference a summary of convention was sent to all ADSA members via the weekly mailer. Please also find this summary on the ADSA website <http://www.adsa.org.za>
- A review of the convention by timeslive's health journalists was shared on ADSA's Facebook page and Twitter.

HPCSA HEARING-RELATED COMMUNICATIONS

- News of the hearing reached the media around 22 April 2015.
- In the first two weeks following 22 April, between 12 to 15 media requests for comment were received, none of which ADSA was able to participate in due to HPCSA's advice not to comment to the media.
- Following this there were also several requests from BizNews (Marika Sboros) relating to the hearing, content of complaint, ADSA structure, ADSA sponsorship, ADSA's position on infant nutrition.
- Due to these requests **three statements** were compiled:
 - Infant Nutrition Statement
 - Optimal Nutrition Statement
 - Dietitians in South Africa (role of the dietitian in various sectors) statement.These were shared with BizNews, Longevity, health24, The Times (who had specifically requested information).
- ADSA Exec also sent out more information on the procedure that is followed when ADSA receives complaints about professional misconduct by individuals registered with the HPCSA. When a complaint is sent to ADSA, the current president manages it and sends the complaint to the HPCSA after putting it in writing. It is then up to the HPCSA to decide if the case has merit or not. The HPCSA contacts the professional who has been charged and gives them an opportunity to respond. The HPCSA then decides if an inquiry into the matter is necessary. ADSA only facilitates the complaint being sent to the HPCSA, it is still the decision

of council to investigate the complaint and take disciplinary action against the professional being charged.

- ADSA contributed input to an article written by Wilma Stassen from e-health news. This article was also used in Daily News, Pretoria News, Cape Argus, Star & IOL and included info from the Infant Nutrition and Optimal Nutrition statement.
- On the day of the hearing ADSA was invited to participate in a 702 interview with John Robbie, but declined the interview and submitted a statement instead.
- The morning of the hearing ADSA distributed a statement about the complaint. This was sent to news media including: Cape Argus, Cape Times, Burger, health24, the Times, IOL, Women's Health, EWN News, eNCA News, SABC News, New Age, Longevity, IAfrica, Business Day, BizCommunity, Heart FM, e-health News.
- Content from the statement was included in article on 4 June and the days following the postponement of the hearing: New Age, timeslive, The Times, health24, Women's Health online, IOL, Longevity online, all4women used the majority of the content, which was shared extensively.
- From 4 June to 10 June there were 107 articles mentioning ADSA and the hearing, either article linked to the hearing or Noakes' announcement of his new book.