



Guidance document for content permitted for inclusion into the ADSA weekly mailers

The Association for Dietetics in South Africa (ADSA) uses weekly newswatches, stand-alone bulletins and regular newsletters as a medium for communicating with its database of members. The purpose of these mailers is to share information with dietitians which will:

1. Improve and maintain the quality of service rendered by dietitians by sharing information consistent with an evidence-based approach to nutrition and dietetics;
2. Create opportunities for continuing education and professional development;
3. Share updates or statements based on scientific facts regarding dietetics and nutrition;
4. Build up and maintain contact with food, nutrition and related industries;
5. Encourage and allow input on draft legislation on food, nutrition and related matters;
6. Promote contact with organisations and associations which provide nutrition information to communities and individuals, and
7. Inform dietitians of professional and career opportunities

The purpose of this document is therefore to provide guidance as to which types of communication may be included into the mailers, and the conditions that will apply, in order to uphold the values and intentions of the ADSA mailers, as summarised above.

The following information is permitted for inclusion into the ADSA mailers free of charge:

- Fact sheets, updates, reports or any information generated by the ADSA executive committee
- Invitations for ADSA branch meetings and ADSA-specific events
- The advertising of nutrition-related employment opportunities, as well as rooms or facilities available for practice
- CPD accredited events wherein the content and principles are aligned to evidence-based nutrition practice (this will be assessed on a case-by-case basis by the communication and sponsorship portfolio holders of ADSA executive committee)
- Information shared by any governmental or regulatory departments affecting the nutrition profession, including opportunities to comment on nutrition-related draft regulations or similar documents
- Seminars or scientific information shared by academic institutions (such as universities, technicons, colleges) and scientific institutions or associations (such as Medical Research Council, Human Sciences Research Council, Academy of Science of South Africa, Nutrition Society of South Africa)
- Information which, once reviewed by the ADSA executive committee, is found to be informative or useful for dietitians, provided it is not for the promotion of company-specific income-generating service or sales

ADSA Sponsors

ADSA sponsors are permitted to communicate via the ADSA mailers as per the *ADSA Sponsorship 2016 Benefits and Costing Policy* (attached).

All sponsor materials, presentations and information shared with members will be reviewed for scientific accuracy, adherence with ADSA's positions and policies and for appropriateness for ADSA members. This review is conducted by the communication and sponsorship portfolio holders of ADSA executive committee. As such, the ADSA executive committee reserves the right to request content changes, or to refuse the inclusion of inappropriate content into the ADSA mailers. For more information, please refer to the *ADSA Sponsorship Policy* (attached).

Communication by ADSA members

CPD Accredited Events (national /branch)

First notice free of charge, all notices thereafter R500 (weekly bulletin) and R1 500 (stand-alone infographic).

Job Bulletins

Free of charge and may be repeated.

Advertising products and services

First notice free of charge, all notices thereafter R500 (weekly bulletin) and R1 500 (stand-alone infographic).

Communication by non-members

CPD Accredited Events (national /branch)

All notices will be R3 000 (weekly bulletin) and R6 000 (alone).

Job Bulletins

Free of charge and may be repeated.

Advertising products and services

All notices will be R3 000 (weekly bulletin) and R6 000 (alone).

Disclaimer

The ADSA executive committee is vested with discretion to decide which information may be included into the ADSA mailers in order to protect the credibility and scientific accuracy of the mailer contents. As such, the ADSA executive committee reserves the right to request content changes, or to refuse the inclusion of inappropriate content into the ADSA mailers.