

THE FIRST QUARTER OF 2014

We hosted the 2nd ADSA Twitter Talk on 19 February, as part of Healthy Lifestyle Awareness Month, which was once again well-received and trended! The focus of the talk was very much on tips to kickstart a healthy eating journey, how to keep that healthy eating journey on track and what to avoid if the goal is to stay healthy and keep the kilos off. For this talk we tried something new and got both a psychologist and biokineticist involved to look at the psychology of changing bad eating habits that have developed over time and great exercises that can be done at the gym and at home.

A press release was sent to media to generate some coverage ahead of the talk:

- CCFM did an interview with Brigitte LeClercq focusing on Healthy Lifestyle Awareness Month and the Twitter Talk
- Dailyfix.co.za; Women's Health Online; Longevity Online; All4women.co.za all posted coverage based on the press release.
- Women's Health Online posted several stories after the Twitter Talk, based on the tips that had been shared during that hour.

Thank you again to everyone who took time out from their very busy schedules to participate in the talk and provide content for the press release. We are hoping to host the next Twitter Talk in July!

We've also responded to several media requests over the last few months, including:

- Contributing to a Men's Health feature on the Tim Noakes Diet – keep a lookout for that.
- Contributing to a Sunday Times story on school tuck shops.
- Contributing to an article in Club X Magazine on the ingredients in fast food meals and suggesting healthy alternatives.
- An article on 'Eating to Burn Fat' for the FitRepublic blog
- An interview with Power FM, focusing on breakfast.

Other exciting plans for the next couple of months include:

- Launching our Success Stories campaign. Thank you to everyone who has contributed stories from their clients. April was a bit crazy with all the public holidays, but we are nearly ready to kick off with that campaign.
- Starting to work on National Nutrition Week 2014.
- The Nutrition Congress coming up in September.