



Association for Dietetics South Africa (ADSA) Executive Newsletter – November 2015

## Letter from the President

Dear ADSA Colleague

It's been a few months since the election of the new ADSA executive committee, and even though we haven't formally communicated with you through a newsletter, we've been very busy behind the scenes with various projects in each portfolio. The new executive committee as well as branch chairladies met in the beginning of July and identified core focus areas for our term of office, with our main focus to align all projects and initiatives with the ADSA vision and mission: To represent and develop the dietetic profession to contribute towards achieving optimal nutrition for all South Africans. Some of these initiatives have already taken place or has been communicated via our weekly bulletin that will be shared in more detail in this newsletter.

I would like to take this opportunity to invite you to visit our website, follow ADSA on Twitter and Facebook and keep an eye out for ADSA spokespeople in the media! I'm looking forward to working with a very dynamic and diverse team, each with exciting plans for their portfolios.

**All the best,**

**Maryke**

**Association for Dietetics South Africa (ADSA)**

**Executive Portfolio Holder: President**

[www.adsa.org.za](http://www.adsa.org.za)

**The new ADSA Executive Committee: 2015-2017**



**President**  
Maryke Gallagher



**Communications**  
Catherine Day



**Continuous Professional  
Development (CPD)**  
Robin Dolman



**Membership**  
Kerry-Ann Dolloway



**Sponsorship**  
Leanne Keizer



**Public Relations**  
Catherine Pereira



**Representation**  
Alpha Rasekhaia



**Private Practicing  
Dietitians (PPD)**  
Nathalie Mat



**Public Sector  
Dietitians (PSD)**  
Nolene Naicker

### **ADSA's VISION**

To represent and develop the dietetic profession to contribute towards achieving optimal nutrition for all South Africans

### **ADSA's MISSION**

As the registered professionals in the field of dietetics and nutrition we support and promote the continued growth of the profession of dietetics in South Africa

## **Public Relations Portfolio**

ADSA had a busy four months with numerous media requests. Catherine Pereira has taken over the PR portfolio and has been working hard together with Jackie Busch from Liquilingo as well as ADSA spokespeople to ensure our profession is represented on various Health Awareness Days using social media and other media channels.

### ***Nutrition Confidence Recipes***

In November 2014, ADSA launched the Nutrition Confidence recipes, developed in conjunction with chef Vanessa Marx. We've had a great response to the recipes. Please visit the ADSA Blog site, [Nutrition Confidence](#) and the [ADSA website](#) to view and share these recipes.

### ***NEW Dietitian Success Story***

ADSA is sharing success stories to promote the profession. These stories focus on finding out why people decide to see a dietitian, what happens on the journey, what the hardest part of that journey is and what results are achieved. This month we chat to Glenise Valentyn, who started seeing Registered Dietitian Retha Mostert after she struggled to fall pregnant and was diagnosed with insulin resistance. To read all the success stories please visit the [Nutrition Confidence](#) or our [Facebook](#) page.

### ***Health Awareness Days***

**National Nutrition Week:** During National Nutrition Week 2015, ADSA implemented various PR activities including a Twitter Talk, interviews by ADSA spokespeople (radio and TV) and ADSA-specific press releases. The National Nutrition Week website was sponsored and organised by ADSA. ADSA also assisted the Department of Health's PR agency, Protactic, with a contact list of ADSA members (RDs) working in corporate environments. Protactic worked with these dietitians on a variety of NNW activities. We would like to thank everyone for promoting our profession during this week as well as the ADSA spokespeople (Lila Bruk, Kelly Schreuder, Cath Day, Maryke Gallagher, Alex Royal & Linda Drummond) for participating in radio and TV interviews. The full report for National Nutrition Week can be viewed on the [ADSA website](#).

**Heart Awareness Month:** During Heart Awareness Month, ADSA was involved in 16 radio interviews (10 Zulu, 4 Sesotho, 2 English) and 2 TV interviews (English & Afrikaans) in collaboration with the Heart and Stroke Foundation of South Africa. Thank you to the following dietitians (Gugu Mawande, Hlanzeka Mpanza, Zamanguni Mashile, Mpho Tshukudu, Hlengiwe Madlala, Xoli Dube, Catherine Pereira, Phumelele Mthembu, Maryke Bronkhurst, Kelly Schreuder and Elizabeth Mashabela) for volunteering their time to promote our profession during Heart Awareness month.

**Breastfeeding Week:** The theme “Breastfeeding and work, let’s make it work” captured a lot of interest from the general public and media. ADSA’s main goal was to promote, protect and support breastfeeding mothers and their families but also to remind the public and media that dietitians play a key role in the field of human lactation. ADSA was directly involved in 5 media releases as well as TV (eTV, eNCA and Espresso) and radio interviews (Cape Talk, UNISA radio, Power FM). A big thank you must go to all the spokespersons (Jane Badham, Cath Day, Nazeeia Sayed, Lynette Daniels, Michelle Massyn and Maryke Gallagher) involved in making this year’s Breastfeeding Week a huge success!

We would like to sincerely thank all ADSA spokespeople and members that have assisted or supported in any way with regard to media requests or PR activities. We appreciate the time that members are willing to volunteer in order to serve the profession. We are always looking for more people to become spokespersons. If you are interested in being an ADSA spokesperson, please visit the [website](#) for information on how to apply.

### **NEW Social Media Corner**

We have launched this NEW feature in the weekly mailer to better communicate with our members regarding Health Awareness Days and other social media happenings. Keep an eye out for the hashtags to use for various health awareness days and other information shared under this banner.

### **Book review: Raising Superheroes\***

ADSA was requested to provide an opinion in the form of a book review on “Raising Superheroes”. \*This review was compiled by Lisanne du Plessis, with inputs from Catherine Day, Maryke Gallagher, Catherine Pereira, Sasha Watkins and Marlene Ellmer. To read the review, click [here](#).

## **PPD Portfolio**

ADSA in conjunction with the Hospital Dietitians Interest Group are currently reviewing the coding and billing system used by dietitians in the country with the help of a company called Healthman. This was borne out of the results from a recent survey in which 80% of dietitian participants said that they are unhappy with the current billing and coding in the country. The project includes a review of the codes currently used and the coding systems used around the globe.

The aim of the project is to make sure that billing fairly reflects work dietitians are doing and that dietitians are fairly paid. The impact analysis study and discussion with key role players will take time. We currently expect changes for implementation to take place in 2017. The project is currently still in the review phase, we do not know what the changes will look like yet, but we will continue to communicate with ADSA members.

This type of exercise is costly and we would like to thank you for your contribution as ADSA membership fees have partially sponsored this work.

For any queries, please contact Nathalie Mat at [adsappdqueries@gmail.com](mailto:adsappdqueries@gmail.com)

## **Communications Portfolio**

### **ICDA 2020 Conference to be held in Cape Town**

Have you heard? In 2020 ADSA is hosting the International Congress of Dietetics in Cape Town, which will be the first ICDA congress to be held on the African continent! We are very excited to have won the bid for this conference and have started preparations for this prestigious event. The ICDA congress held in September 2016

in Granada is our first opportunity to market the 2020 event. ADSA will be attending the congress in Spain to promote the ICDA 2020 Congress in Cape Town.

We would like to call on dietitians to join the organising committee for the 2020 conference. If you are interested in being part of this exciting historical event, please contact Maryke Gallagher at [marykevz.dietitian@gmail.com](mailto:marykevz.dietitian@gmail.com)

### **Nutrition Congress 2016**

26th Congress of the Nutrition Society of South Africa (NSSA) and 14th Congress of the Association for Dietetics in South Africa (ADSA) will be hosted in Cape Town, Somerset West from the 3rd – 5th September 2016. The scientific committee has been elected with Stefan Abel as chairperson of the organising committee. ADSA is actively involved in the organising and running of this conference, with Maryke Gallagher, Kim Hofmann and Catherine Day as representatives of ADSA. Visit the congress [website](#) for more information.

## **Sponsorship Portfolio**

Thank you to everyone who participated in our ADSA Sponsorship Survey! We really appreciate your feedback and support. Note that the full, detailed report is available on request however you can also view a summary of the survey results by visiting this [link](#).

We appreciate the support of our sponsors, allowing us to better serve the profession of dietetics through funding as well as information on new product developments and services in the market. We are currently in the process of updating our sponsorship policy for 2016, taking into account your feedback from the survey, updated sponsorship criteria and well as improving partnership and communication opportunities between ADSA and its sponsors. We look forward to sharing this work with you for feedback.

For any queries, please contact Leanne Kiezer at [leannetee@pnp.co.za](mailto:leannetee@pnp.co.za)

## **Public Sector and Representative Portfolio**

Thank you to those members who provided input for:

- Two reports shared by the Committee on Morbidity and Mortality in Children under 5 years
- Regulations Relating to Foodstuffs for Infants and Young Children: Amendment (R591) to R991
- Draft Adult Diabetes Nutrition Practice Guidelines
- Human Milk Bank Regulations

Keep an eye on the weekly mailers should you like to be involved in future projects.

## **Membership Portfolio**

This is a gentle and kind reminder to renew your ADSA membership for 2016. The following [link](#) can be used to view the 2016 application form.

To view the benefits (in the form of a short PowerPoint presentation) you can receive by being an ADSA member follow this [link](#). We encourage you to support your profession by being a member of ADSA. If it's about nutrition, ask your dietitian!

## **CPD Portfolio**

Charlene Goosen who runs the Accreditation office for ADSA has had a really busy year. There have been hundreds of activities accredited all over South Africa providing various activities for dietitians to obtain the required CEUs. I would like to thank her for the efficient and friendly manner in which she runs the office.

There is going to be 5% increase in the Accreditation fees effective from 1 January 2016. Accreditation Fees for 2016 to 2018:

- Individual Accreditation: R55 per application
- Activity accreditation, price per CEU: R200 (to a maximum of R3000)
- Article with questions: R315 per article
- Journal club: R525 annual fee
- Short course: R1680
- Accredited service provider (annual fee): R1680

Please remember that “The CPD system is based on trust. The HPCSA believes that health professionals will commit themselves to meeting the requirement for continuing education in the belief that both they and their patients/clients will reap the benefits of ongoing learning, and personal and professional development.” (CPD Guidelines for Health Professionals, HPCSA 2014)

If you have any queries or suggestions regarding CPD, please send them to [cpd@adsa.org.za](mailto:cpd@adsa.org.za)

## Get to know, Leanne Kiezer, Executive Portfolio Holder for Sponsorship

**Place of birth:** Alberton, Gauteng

**High School:** Jeppe Girls

**Pets:** A kitten called DeeJay <3

**Favourite T.V program:** Whose line is it anyway?

**Favourite Food:** Cheese, crackers and leftovers; my all-time favourite dinner.

**Hobbies:** Right now I am consumed by road running – we have just registered for the OMTOM Ultra 56 km... Eek!

**What do you fear the most?** Steep escalators!

**What makes you laugh?** I love corny jokes!

**What do you like to do on an evening?** Most evenings after work start with a club run before heading home to cook dinner.

**What is the first thing you do in the morning when you wake up?** Press snooze... then snuggle!

**What annoys you the most?** Non-collaborative people.



**Best Quality:** Making people feel welcome, even if I have just met them.

**Worst quality/ habit?** I have to re-read an email I have written at least 3 times before I eventually send it – it’s a huge time waster.

**Last Book Read:** The Cuckoo’s Calling – Robert Galbraith

**Best Gift Ever:** This power bank was quite high on the list

**Last 3 items purchased?** Data, Two Oceans entries, and a jewellery box for my niece’s christening

**Family:** I was lucky enough to marry the man of my dreams in April 2015, and now I have an amazing husband, Jason, for whom I am grateful every day! I also have a huge loving family of parents, in-laws, siblings and cousins.

**Favourite Holiday:** In 2012 Jason and I travelled to London for 10 days and saw my favourite band in concert while we were there. I remember touring Leicester Square and feeling how alive and buzzing London-town was with people out and about at all hours of the night! It felt magical, and was a very special trip.

**Next holiday destination:** Our family is booking a house boat on Lake Kariba for my dad’s 60th birthday.



**What are you doing when you are not volunteering your time for ADSA?** I work at Pick n Pay Retailers as their in-house dietitian. It’s a very exciting time to be a dietitian working for the food industry! Part of my role is



ensuring compliance to nutrition-related regulations, like the labelling and advertising of foods, or ensuring compliance to the sodium regulations. There is also a large nutrition marketing portfolio, which allows you to share key nutrition messages with the public through the website, magazine articles, in-store leaflets and social media. PnP also offers a Health Hotline service, giving the customer a free forum to ask their food and nutrition related queries, all answered by me. I also consult into the Pick n Pay private label team, influencing the nutrition credentials of the foods they develop.

**Personal Motto:** Live the life you love, and love the life you live!



## Stay in touch with ADSA

Stay in touch and share ADSA's evidence based nutrition information by following us on our social media channels which include:

- [Facebook](#)
- [Twitter](#)
- [Blog](#)
- [Website](#)
- [Email](#)

Please feel free to contact us with any suggestions on how ADSA can improve the services that we offer to our members. Suggestions and constructive feedback are always welcome.

Kind regards,

**Catherine Day, RD (SA) SACLC**

**Association for Dietetics South Africa (ADSA)**

**Executive Portfolio Holder – Communications**

[www.adsa.org.za](http://www.adsa.org.za) | [info@catherineday.co.za](mailto:info@catherineday.co.za)

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Our mailing address is:

ADSA

PO Box 868

FERNDALE, GAUTENG 2160

South Africa