

## Message from the ADSA president

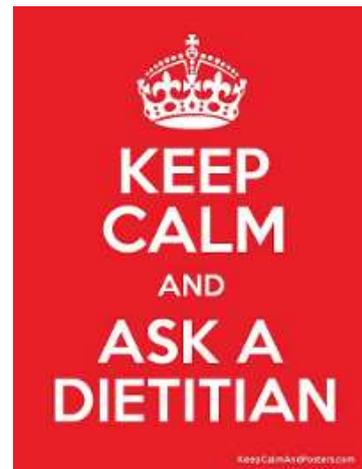


To my ADSA colleagues

I look forward to my term as ADSA president and together with the newly elected executive committee strive towards achieving our associations' mission to support and promote the continued growth of the profession of dietetics in South Africa. We had our first executive meeting on the 30 & 31 July 2013 which was very productive.

Within the various portfolios we have identified key action plans, which you can read more about in the newsletter. Our main focus at the moment is on the upcoming National Nutrition Week in October. The theme for this year is "Choose your portion with caution". ADSA has a PR strategy in place for NNW (which has been communicated to all the branches) and is running a competition at branch level to promote active participation in this important campaign. Contact your local branch to get involved. Please feel free to contact any member of the executive committee with any feedback or suggestions you may have. All the best for the last few months of 2013.

**Claire**  
**ADSA President**



# Direct-to-consumer genetic testing: To test or not to test, that is the question

In direct-to-consumer (DTC) genetic testing, laboratory-based genetic services are offered directly to the public without an independent healthcare professional being involved. The committee of the Southern African Society for Human Genetics (SASHG) have strong views on this and have written an article urging the public and clinicians to be cautious when considering and interpreting such testing.

The article provides recommendations that seek to protect consumers and healthcare providers in SA from possible exploitation. [Read more...](#)

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## Portfolio: Public Relations

It's been an exciting 6 months for ADSA in the PR space.

**ADSA has been featured in the following media platforms:**



- Salt and Health: Dietary strategies, policy, legislation and industry initiatives (South African Journal of Cardiology) Maryke van Zyl Gallagher
- High protein diets and Health (Radio 2000) Maryke van Zyl Gallagher
- Obesity and Health (Daily Sun) Maryke van Zyl Gallagher
- Healthy Eating for Shift workers (Heart Beat) Hillary Woodley
- Accuracy of the Atwater System and Nutritional information on food labels (Food Review) Maryke van Zyl Gallagher
- Fad Diets (Health 24) Irene Labuschagne and Maryke van Zyl Gallagher
- Butter VS Margarine Debate (Food Review) Maryke van Zyl Gallagher & Rene Smalberger

- Fasting as a way to control weight (Rooi Rose) Lila Bruk
- Blood Type Diet (Fochini) Lila Bruk & Irene Labuschagne
- Diabetes (ETV Online) Alpha Rasekhala
- Detox – Good or Bad? (Fitness Magazine) Brigitte Leclercq & Cheryl Meyer

### **Welcome to Liquid Lingo!**

ADSA has appointed liquid Lingo Communications as their agency of record, to consolidate and drive all their PR efforts for the next 12 months. The communication strategy is in line with ADSA's strategy on promoting dietitians and the profession: "If it's about nutrition, ask a dietitian", as well as ensuring optimal nutrition for all South Africans. Liquid Lingo will be managing all social media interactions (Facebook and Twitter), media requests, press releases and PR campaigns and this process is overseen by the executive committee. ADSA receives monthly action reports from LL summarizing all PR activities and progress on up and coming events and activities. Liquid Lingo are currently updating the ADSA pamphlet, banners and assisting in revamping the online space (Face book, Twitter and the Website)

### **Spokesperson**

Following an ADSA executive meeting in January 2013, ADSA decided to ask dietitians that are part of the association to get more involved in PR and Media activities. Following this decision we invited dietitians via the weekly bulletins to submit their CV's to apply to become an ADSA Spokesperson, with information on previous media interactions and areas of interest.

Based on previous experience and areas of interest, a group of dietitians were selected to assist in PR activities and this network is managed by the PR executive member and Liquid Lingo.

### **Other activities:**

- ADSA will be attending the Discovery Vitality Summit, 15 – 17 August 2013 and have a stand at the Vitality Expo. This will be a joint stand including all the associations that are part of the Summit. ADSA Gauteng South will be managing the stand.
- ADSA took part in the GP Brochure Network Patient Awareness Campaign. This was a 3 month campaign from December 2013 – March 2013 and ADSA pamphlets were distributed to 100 plus Mother and child Network boards free of charge.

**Maryke Gallagher (van Zyl)**

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## Portfolio: Representation

The Health Professions Council of South Africa (HPCSA) is required by law to keep accurate registers of all the healthcare practitioners falling under its authority.



Healthcare practitioners in turn are legally obliged to inform the HPCSA in writing of their change of address within 30 days of the change. This is in accordance with Section 18 (3) of the Health Professions Act, Act No. 56 of 1974.

Failure by practitioners to notify Council of their change of address constitutes an offence. In terms of Section 19 (1)(b) of the Act, Council may erase such practitioners from the register for failing to inform Council within three months of the Registrar sending a certified letter of enquiry to the practitioner.

It is therefore the responsibility of the practitioner to update their contact details. Please click [here](#) for the change of address form.

Post or email the form to [records@hpcsa.co.za](mailto:records@hpcsa.co.za), or P O Box 205, Pretoria, 0001.

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## Portfolio: Public Sector

Dietitians in the public sector always wonder what are the current nutrition priorities and what strategic approaches are adopted by government to address nutrition



challenges. We are happy to share with you the Nutrition Roadmap that provides a framework for implementation of nutrition priorities.

The Integrated Nutrition Programme (INP) has always provided a broad framework for the implementation of nutrition services in South Africa and significant gains have been made particularly in the development of specific policies, and the implementation of micronutrient strategies.

The mission of INP is to provide high quality and access to evidence-based nutrition services, particularly for women, infants and children, throughout all levels of the health care system.

Over the recent years there has been reorientation in the approach of providing health care services within the public health system such as the re-engineering of primary health care. The nutrition programme had to also develop a strategy that aligns to changes within the health sector. A nutrition Roadmap was then developed with the intention of providing a framework for the implementation of existing and new policies, using a range of delivery platforms. The health sector has an important advocacy and information role in relation to other sectors, notably agriculture, rural development, social development, trade and industry, economic affairs and education to share knowledge on the benefits of nutrition actions undertaken by those sectors to improve the health and nutrition well-being of all South Africans.

Kindly look at this [Nutrition Roadmap](#) to better understand the re-orientation and focus of nutrition service during the period of 2013-2017.

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## Portfolio: CPD

A reminder that the following ethics article activity is still available till the 1 December 2013. Please read [this article](#) and complete [these questions](#). You will earn 3 CEUs if you answer 70% or more of the questions correctly. The closing date is 1 December 2013 and answer sheets should be sent to [info@factssa.com](mailto:info@factssa.com) or P.O. Box 565, Milnerton, 7435. The CPD certificate will be sent within two month after receipt of the answer sheet. The article and questions are also available on the [ADSA website](#).

For further information, please contact Charlene Goosen at [cpd@adsa.org.za](mailto:cpd@adsa.org.za).

**Robin Dolman**

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## Dietitian on the move

**Name:** Linda Drummond

**Field of Speciality in Dietetics:** Corporate Nutrition

**Position / Title:** Nutrition and Public Affairs Manager at the Kellogg Company of South Africa

**Where do you work?** Woodmead, Sandton

**How long have you been in this field?** I qualified in 2003 and have been in this particular field since 2007.

**What does a general day (or month) look like?** Every day is different and the work I do varies from month to month. My key responsibilities are to manage the development of nutrition information that is provided to marketing teams to be considered for and, where appropriate, included in communication briefs, creative concepts, storyboards, packaging proofs, point of sale materials and websites. I am also responsible for making sure that all of the supporting documentation is in place to substantiate any nutrition claims and to ensure 100% compliance to local regulations and internal guidelines that relate to nutrition labelling. I attend food industry meetings where I work with my counterparts in other companies on issues that face our industry on a non-competitive basis. This work includes consulting with nutrition scientists, food technologists, food safety experts and lawyers to ensure that the food industry is compliant with regulations and that the food supply in South Africa is safe and nutritious. I am responsible for managing nutrition input into product innovation and renovation projects and taking the lead for nutrition specific projects, which includes nutrition education campaigns. I represent the Kellogg Company in any nutrition-related media interviews by acting as the company nutrition spokesperson and represent Kellogg South Africa in regional and global forums. The scope of my work means that I spend a lot of time in meetings but that I also get to go to a wide variety of places, which makes life exciting!

**What is the most gratifying part of your job / field of work?** I enjoy working with people. My job offers me the opportunity to work with many different people from very diverse backgrounds on very different topics relating to food and nutrition. I particularly like the part of my job that relates to working with people around the world on nutrition issues that we are all facing.

**What do you enjoy least about your job / field?** There is so much to do and very little time to do it in!

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## Ethical and Professional rules:

### Naming of a practice

**(1)** A practitioner shall use his or her own name or the name of a registered practitioner or practitioners with whom he or she is in partnership or with whom he or she practises as a juristic person, as a name for his or her private practice.

**(2)** A practitioner referred to in subrule (1) may retain the name of such private practice even if another practitioner, partner of such partnership or member of such juristic person is no longer part of such private practice: Provided that the express consent of the past practitioner or, in the case of a deceased practitioner the consent of the executor of his or her estate or his or her next of- kin, has been obtained.

**(3)** A practitioner shall not use, in the name of his or her private practice, the expression "hospital", "clinic" or "institute" or any other expression which may give the impression that such private practice forms part of, or is in association with, a hospital, clinic or institute.

Please note that all the professionals who are not using their own names or the name of a registered practitioner or practitioners with whom he or she is in partnership with must write a motivation to the professional Board for Dietetics and Nutrition for approval.

The Register, Attention: Board for Dietetics and Nutrition, P. O. Box 205, Pretoria, 0001.

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## Portfolio: Sponsorship

**Diamond Sponsor:**



**ADSA 2013 Sponsors:**

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Unilever	Platinum
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Parmalat	Silver
South African Poultry Association (SAPA)	Silver