



Portfolio: Public Relations

Looking back at National Nutrition Week 2013

ADSA once again played an integral role in National Nutrition Week. In line with the 2013 theme 'Eat Less – Choose Your Portion with Caution' ADSA implemented various activities, as well as managing the design and implementation of the website www.nutritionweek.co.za



Other activities included: Twitter Talk

- Wednesday, 9th October from 2pm to 3pm ADSA hosted a twitter talk focusing on the theme of NNW 2013 'Choose Your Portion with Caution'
- The hash tag for the talk was #portioncaution
- NNW 2013 Partners (DoH, Milk CEP, CGCSA and Heart & Stroke Foundation) were invited to participate.
- A set group of dietitians were invited to attend (but the overall talk was open to everyone) – Celynn Erasmus, Lila Bruk, Maryke Gallagher, Brigitte LeClercq, Cheryl Meyer, Jade Campbell and Karlien Smit
- Three media outlets were invited to participate and share the conversation with their

followers: Sarie (18 500 followers), all4women (2 680 followers) and mommy blogger, Tanya Kovarsky (4 059 followers)

- The conversation was moderated from the ADSA twitter handle and publicised through a selection of tweets and posts in the week leading up to the talk.
- The following FOUR questions were pre-set, shared upfront and then answered during the talk:
 - Q1 – What are your tips to control portions in the home?
 - Q2 – How do you control the portions you eat when eating out?
 - Q3 – How do you ensure that your family eats a variety of foods from different food groups?
 - Q4 – What is your 'go to' healthy snack to avoid getting too hungry between meals?
- The complete hour-long talk was archived and is hosted on the ADSA website
- A total of 49 twitter handles (people / organisation) participated in the talk
- Taking the following of each participant into account a possible audience of 96 815 people was reached
- Each tweet included the hash tag #PortionCaution
- #PortionCaution started trending about 20 to 30 minutes into the twitter talk, making it one of the most talked about topics on twitter in South Africa at the time
- During October ADSA's following on twitter doubled. @ADSA_RD now has 249 followers. We encourage everyone to join the conversation!
- the complete talk can be viewed at:
<http://www.adsa.org.za/Media/Library.aspx#209545-social-media>

ADSA spokespeople for National Nutrition Week interviews

A group of dietitians from our ADSA spokespeople panel participated in nine National Nutrition Week radio interviews:

- Lila Bruk SAFM (9th October)
- Maryke Gallagher Radio 702 (9th October)
- Maryke Gallagher Cape Talk (9th October)
- Maryke Gallagher CCFM (10th October)
- Maryke Gallagher Metro FM (10th October)
- Brigitte LeClercq Bay FM (7th October)
- Brigitte LeClercq Radio 786 (17th October)
- Brigitte LeClercq Bush Radio (7th October)
- Liziel Kapp Radio Kragbron (10th October)

ADSA-specific press release

- In line with NNW's 2013 theme, ADSA compiled a press release under the headline 'Actively Managing Portion Distortion'.

- ADSA 'partnered' with a select group of dietitian to compile 'portion control tips' for eating at home and eating out.
- These tips were then used to compile the press release.
- Participating dietitians included: Celynn Erasmus, Maryke Gallagher, Karlien Smit, Cheryl Meyer, Brigitte LeClercq and Jade Campbell.
- Coverage was generated on:
 - Health24
 - All4women
 - Iafrica
 - Longevity website
 - Get It website
 - Daily News
 - The Herald

Social Media

ADSA compiled a series of tweets and Facebook posts during NNW 2013: To promote the Twitter Talk

- To promote activities implemented by the different ADSA branches.
- To announce the launch of www.nutritionweek.co.za
- To promote National Nutrition Week 2013
- X8 Facebook posts
- X91 tweets and re-tweets from @ADSA_RD

OTHER PR ACTIVITIES DURING OCTOBER 2013

Breast Cancer MonthMedia Requests & Media Coverage

Our spokespeople were once again kept busy this month:

- Megan Pentz-Kluyts assisted ADSA with content to compile social media message focusing on breast cancer and nutrition.
- Two Facebook posts were uploaded, one focusing on NUTRITION & BREAST CANCER, focusing on nutritional lifestyle changes that may assist in lowering the risk for breast cancer.
- The second post focused on NUTRITION DURING BREAST CANCER TREATMENT.
- Both posts were supported by tweets on the days that they were uploaded.
- Karlien Smit did an interview with Gerry Elsdon, who hosts Vuka Africa on ANN7. The topic was 'Health and Fitness' with a specific focus on 'Weight Loss and Weight Gain'. The interview aired on Sunday, 3rd November.
- Claire Julsing-Strydom and Francette Bekker joined the 'High Fat, Low Carb' debate when they were guests on Kyknet's breakfast show on Wednesday, 30th November.
- Keri Strachan contributed to a feature the Daily News wrote on 'Brain Food for

Learners during Matric Exams'. It was published on 23rd October.

- Jade Campbell answered the Your Family Health Q&A for their January 2014 issue: Is it true that frozen vegetables contain fewer nutrients than fresh?
- Cheryl Meyer contributed to an article for Rooi Rose Die ABC van vitamien D. The article is in the November edition of Rooi Rose.
- Mariam Forgan contributed to an article about 'Road Trips with Your Kids', focusing on 'Snacks in Transit'. The article is published in the latest edition of RCS Lifestyle.
- ADSA was mentioned in an article that Your Family published in October 'Puberty'. The following snippet was included: Puberty places some heavy demands on your child's body, so proper nutrition is vital! Ensure they eat a balanced diet consisting of all the major food groups for optimum health and growth. A registered dietitian can help you create a healthy eating plan for your child. Visit Adsa.org.za to find one in your area
- Irene Labuschagne contributed to an article about the 'diet for you blood type' called Blood Ties. The article is in the November edition of the Foschini Club Card magazine.
- **All coverage will be uploaded onto the ADSA website. Go to MEDIA and then click on COVERAGE.*

For further inquiries about PR activities contact Maryke Gallagher (ADSA executive committee, PR portfolio) marykevz.dietitian@gmail.com or Jackie Bush (Liquid Lingo) jackie@liquidlingo.co.za

Portfolio: Representation

Thank you very much to Jane Badham our representative at the FLAG.



FOOD REGULATION DEVELOPMENTS: AN UPDATE

There has recently been much activity around food regulations in South Africa that certainly

influences the food environment in which we work. It is key that dietitians in all spheres of the profession understand how food law impacts on their work and their recommendations.

Recent key regulations that have been passed or amended include irradiated foodstuffs, soft drinks, sweeteners in foodstuffs, reduction of sodium in certain foodstuffs and foodstuffs for infants, young children and children. This last regulation has important content that directly impacts on our practice, both as individuals and as ADSA, as we are included in the definition of 'health care provider' and this regulation has strict limits on how we interact with the manufacturers and distributors of foods for infants and young children (including infant formula, follow-up formula, formulas for special medical conditions, complementary foods, milks marketed as suitable for infants and young children, feeding bottles/teats/cups/teats and all other products marketed or represented as suitable for feeding infants and young children). Ignorance is not bliss! Equally regulations are always open for interpretation! In order to assist dietitians, JB Consultancy has developed a document giving a summary of the most pertinent points for health professionals [[CLICK HERE](#)]. This summary does not contain ALL the information contained in the Regulations and is only an opinion based on our interpretation of the regulations and so we cannot be held liable in any way for any omissions, errors or interpretations, whether in contract, delict, negligence, or otherwise, arising out of or in connection with this opinion. It is important to note that this regulation has a phased implementation approach and as such different specific regulations come into effect on different dates in order to allow the industry to comply.

Everyone has by now come to know about R146 Regulations Relating to the Labeling and Advertising of Foodstuffs. There have subsequently been 2 amendments to this regulation (R1091 and R45). These regulations have become known as phase 1 of the regulations as a number of issues, including many pertaining to nutrition and health claims, were removed from the initial draft in order to ensure that they were evidence-based and more thoroughly considered. At the recent August FLAG meeting the Directorate of Food Control reported that the initial draft text of phase 2 has been completed and that they will now begin a process of internal (within the Department of Health) and external (with experts that they have identified) consultation. As is the requirement, after this consultation has been completed, the regulations will be published for open comment, the comments will then need to be considered by the Directorate and then the regulations will be finalized and gazetted. We do not know the content of the text, or the criteria for selecting, or the names of the experts that have been identified, but as soon as the regulation is published for comment we will inform our members and ADSA will of course submit comments if considered necessary. No timeline was given for this process and so the big question of 'when?' remains unanswered. Currently until phase 2 is completed only limited nutrition claims are permitted as clearly specified in R146 and its amendments.

Did you know that the regulations are available on the Department of Health website? Visit [http://www.doh.gov.za/healthtopics.php?t=Food Control](http://www.doh.gov.za/healthtopics.php?t=Food%20Control) to take a look.

Portfolio: Sponsorship

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