



News from the PR portfolio

There was some great media coverage of ADSA during January. Here are the highlights:

- ADSA spokesperson, Nathalie Mat, contributed to an article on “intermittent fasting”, which was published on Moneybags.co.za
- ADSA was asked to compile comments on the 2015-2020 dietary guidelines for Americans. Marjanne Senekal and Edelweiss Wentzel-Viljoen contributed to this article, which was published on Health24.com
- Spokesperson, Vanessa Clarke, contributed to an article entitled **The ABC of IBS**, which appeared in the January edition of **MyKitchen** magazine
- Spokesperson, Cath Day, was interviewed for a Special Assignment (SABC3) insert on **South Africa's obesity crisis**
- Nathalie Mat and Catherine Pereira appeared live on e.tv's Sunrise to discuss and show healthy recipe ideas, and the nutrition situation in South Africa, respectively.

We are always looking for additional spokespeople as our media requests increase and become more varied. We are especially looking for spokespeople who are representative of the various dietitians represented by ADSA. We would like to invite colleagues, especially from academia and the public sector, to consider becoming spokespeople, as well as members who can speak the official languages of South Africa other than English. All applications should be sent to: jackie@liquidlingo.co.za

ADSA bursary

This year's ADSA Bursary was awarded to Nicole Coetzee from the University of the Free State. Congratulations Nicole!

ADSA roadshow

Watch this space! The biannual ADSA roadshow will take place in most provinces from October to November 2016! More information will follow. Keep an eye out for this event which will be communicated via the weekly mailer.

New ADSA sponsorship guidelines

The ADSA executive committee updated its sponsorship guidelines to better suit the needs of members, and to ensure that sponsors are consistently aligned to ADSA's core principles, vision, mission and aims. Some exciting changes include:

- A sponsorship survey was conducted in 2015 to gather members' feedback on how the sponsorship portfolio is being managed. Member feedback was used to guide and inform the updated

sponsorship policy. Members will continue to be consulted on an ongoing basis via similar surveys in the future

- A review of potential sponsors at national and branch level was carried out against a scoring matrix to measure the extent of their alignment with ADSA's core principles. The scoring matrix allocates each potential sponsor a “risk” and “opportunity” score, and based on this, an assessment is made whether or not it is in ADSA's best interests to be associated with a particular sponsor
- Traditionally, ADSA's sponsorship collaborations have been with pharmaceutical and nutritional companies, as well as food manufacturers and retailers. It is ADSA's aim to collaborate with a wider range of companies, such as trade associations, financial institutions, medical aids, the travel industry and the media. To this end, the range of benefits available to sponsors has been broadened so that they appeal to a wider range of companies
- One such benefit is offering dietitian consultation services to sponsors, whereby an ADSA member is funded by ADSA to provide assistance to a sponsor for an agreed number of hours, depending on the sponsorship package selected. Dietitian consultation services include anything from hosting wellness days, conducting presentations on healthy nutrition for staff, conducting Discovery's Vitality Nutrition Assessments, training a group of staff members on nutrition principles, providing consultation on accurate food and nutrition labelling in the light of current regulations, providing consultation on food reformulation opportunities to improve the nutrition credentials of products, or any additional nutrition-related services which a dietitian can provide to a company.

Log on to the ADSA website to view the full set of sponsorship guidelines. With the implementation of the new sponsorship guidelines, feedback is welcomed on how these can be even further improved. Contact the sponsorship portfolio holder, Leanne Kiezer, on leannekiezer@pnp.co.za with comments and suggestions!

Stay in touch with ADSA and help us spread the word that optimal nutrition is essential for all South Africans:

 www.facebook.com/ADSAorgza

 www.twitter.com/ADSA

 Blog: <http://nutritionconfidence.wordpress.com>

 Website: <http://www.adsa.org.za>