



Sugar tax

From April 2017, a tax on sugar-sweetened beverages (SSBs) will be introduced in South Africa to help reduce excessive sugar intake in the South African population. ADSA acknowledges that many South Africans are at a greater health risk due to the high consumption of free/added sugars and is in support of the proposed taxation of SSBs. Further, it is ADSA's position that there is a need for multiple additional interventions across multiple sectors to improve the population's diet, address undernutrition and protect against overweight, obesity and non-communicable diseases.

It is ADSA's view that, while a tax on SSBs has the potential to reduce the consumption of free/added sugars and improve obesity, a tax on SSBs must be viewed as only one piece of the puzzle to address the complex problem of obesity in South Africa, and the other forms of malnutrition. Education around healthy choices and the creating of an enabling environment to make those choices easier for the public will still need to be a priority for all South Africans. In addition to reducing the consumption of SSBs to prevent obesity and promote long-term health, ADSA continues to recommend a healthy diet which includes whole grains, fruit, vegetables, nuts, legumes, healthy oils, proteins such as lean meats and seafood, and a reduced intake of processed meats and salt, accompanied by regular physical activity.

To read ADSA's full position statement on the proposed taxation of sugar-sweetened beverages in South Africa, go to <http://www.adsa.org.za/AboutUs/PoliciesandPositionStatements.aspx>.

ADSA'S biannual national roadshow

The ADSA National Roadshow has taken place at most branches across the country and will continue at the remaining branches in the early part of 2017. ADSA's Representation portfolio holder,

Alpha Rasekhala, has visited branches to present on the HPCSA's regulations and policies on ethical and professional conduct for practitioners. The Roadshow has helped dietitians become more familiar with the detailed regulations and policies, and has identified important points for all practising dietitians to consider in their everyday working practices. We thank Alpha for all his time and hard work that has helped make the Roadshow a great success.

Feedback from the public relations portfolio

ADSA continues to be busy in the public relations (PR) domain, responding to regular media requests as well as creating content to promote the profession and ensuring sound nutrition advice is made available to the public. During the past six months, the PR team has disseminated seven media releases, and generated a wide range of media coverage for ADSA, reaching an estimated potential audience of over 32 million individuals through a variety of channels, including print and online media, as well as radio and television. ADSA's Facebook page and Twitter following continue to grow, and the Facebook page reaches an average of over 31 000 readers each month.

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>

 Email: info@adsa.co.za or adsacomms@gmail.com