



The ADSA Executive Committee national roadshow will visit each of its branches in the coming months to introduce the ADSA social media guidelines, as well as provide an update on exciting developments within ADSA. Attend the roadshow at your local branch and complete the corresponding CPD article to earn four ethics points.

ADSA continues to engage with the media to promote the profession. For the most recent campaign, during Breastfeeding Week, an ADSA spokesperson conducted an interview on South African Broadcasting Commission (SABC) *Morning Live*, as well on Radio 2000, focusing on the state of breastfeeding in South Africa and the benefits of breastfeeding. ADSA also ran a series of four facebook posts to promote Breastfeeding Week, concentrating on the promotion of general World Breastfeeding Week (www.worldbreastfeedingweek.org), the World Alliance for Breastfeeding Action, breastfeeding benefits from a dietitian's perspective, and a posting sharing the World Breastfeeding Week interview with the ADSA spokesperson on SABC *Morning Live*.

The ADSA executive committee is also proud to offer the following exciting benefits which it offers to its members.

Advocacy for the dietetics profession

ADSA actively promotes and protects the dietetics profession in the media through ADSA's spokespeople and provides a "watchdog" function to ensure that the professional reputation of dietitians is maintained.

Staying connected

- Members receive regular relevant communications via:
- Weekly notices, including job notifications, information on new products, upcoming events and information on key issues affecting the profession
- Monthly newsletters.

Media

ADSA actively promotes the profession by running public relations (PR) campaigns and activities throughout the year.

It also has a presence on social media platforms which enable dietitians and the public to have access to credible nutrition information.

The media is able to identify ADSA spokespeople for different nutrition-related issues through the ADSA website and through its PR agency.

Access to evidence-based information and tools on the ADSA website

Member information on the ADSA website is protected by a login function, ensuring that this information is only available to ADSA members. Members can access the following:

- Video clips of presentations from branch activities.
- Executive summaries of new research.
- CPD articles.
- Nutrition information articles.
- Policies and guidelines.
- The online shop.
- Bursary application forms for ADSA student members.
- ADSA interest groups.
- An online library of peer-reviewed resources for nutrition and dietetic practice through access to practice-based evidence in nutrition.

The public can also find ADSA members in their area using the "Find a dietitian" search tool in the open section of the ADSA website.

Representation

ADSA has representation on a number of forums that relate to nutrition and dietetics to ensure that members are kept up to date on key issues that impact on the profession.

Mentorship programme

ADSA offers a mentorship programme to interested ADSA members. The objective of the programme is for the mentor dietitian to provide guidance and support to a less experienced colleague. This creates opportunities with respect to growth for the mentee, as well as the mentor, and creates a platform for dietitians to give back to the profession by helping to develop other dietitians. Opportunities to be a mentor or mentee exist for members.

South African Journal of Clinical Nutrition

ADSA members have access to the *South African Journal of Clinical Nutrition*.

Discounts

Members can access the following at a significantly reduced price:

- Professional indemnity cover;
- International book titles, available in the online shop.
- ADSA and ADSA-affiliated congresses, workshops and events.

For more information, please contact info@adsa.org.za.

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