

News from ADSA

We live during the exciting times when the value of good nutrition is recognised worldwide, with South Africa celebrating nutrition week from 9 to 13 October. During this week ADSA embarked on an advertising campaign to raise awareness of dietitians. People who live in Springbok, Mopani, Western Cape and Mpumalanga have seen newspaper adverts telling them why they should consult a dietitian. In Johannesburg, Midrand, Pretoria, Durban, Bloemfontein, Kimberley, Klerksdorp, Port Elizabeth, Rustenburg, Welkom and Witbank streetpole ads informed the population who the experts in nutrition are. This has improved the profile of dietitians and highlighted the value of consulting a dietitian for any nutrition issues. By promoting dietetics ADSA ensures that work opportunities for dietitians are increasingly created.



Dietitians are renewing their ADSA membership and more dietitians are joining ADSA. ADSA exists to serve the dietetics profession and the dietitians of South Africa. Dietitians who qualified earlier put a lot of effort into creating such a strong association, because we are stronger as a group than as individual dietitians.

A united front, with increased bargaining power and strength in numbers, can achieve so much more than any individual's effort. ADSA's ongoing promotion of dietetic services ultimately increases the awareness and value perception of nutrition and dietetics. This translates into higher earnings and greater success.

Two new ADSA branches have been initiated, in the lowveld in Mpumalanga Province and in the Northern Cape. We would like to congratulate the dietitians who have led these groups and encourage dietitians in those areas to participate actively in the activities.

A word of thanks to Liesbet Koornhof, who in consultation with other dietitians, has finalised the Code of Ethics document for ADSA. 'A Code of Ethics is a structured document which enables an individual to convert his/her personal and professional values and to provide public assurance that professionals practice in the public's interest' (College of Dietitians of Ontario's Code of Ethics Interpretive Guide, September 1999). This document was developed for ADSA as a result of a need that was identified in the ADSA Executive Committee term 2002 - 2004.

ADSA also strives to stay abreast of issues pertaining to dietitians. For example, if new legislation evolves that affects dietitians, ADSA reviews the documentation with the help of other members who may not be in committees and comments on behalf of its members to ensure that dietitians' rights are upheld.

The Department of Health dietitians in the Directorate: Food Control have worked tirelessly to publish the draft regulations related to labelling and advertising of foodstuffs. ADSA has submitted comments to the directorate to facilitate the work of looking after public health, but members are encouraged to provide individual feedback.

The ADSA executive committee wishes all dietitians happy holidays and health through the summer.

A review of what ADSA offers dietitians:

ADSA really looks after its members and the advantages of being a member include:

- Regular e-mails informing members of:
- Employment opportunities
- New products and product updates
- Symposiums/talks/congresses/meetings
- Member discounts at functions
- Updates and support regarding CPD activities
- Nutritional information, such as nutritional guidelines
- Access to areas of the ADSA website that will in future only be accessible to members
- Listing of your details on the 'Find a Dietitian' function on the ADSA website to ensure that members of the public can access your details
- Receipt of the *South African Journal of Clinical Nutrition (SAJCN)*, which includes CPD articles.