



Dietitian's week: 4 – 8 June 2018

ADSA, the South African Society for Parenteral and Enteral Nutrition (SASPEN), the Enteral Nutrition Association of South Africa (ENASA) and the Hospital Dietitian's Interest Group (HDIG) were proud to join forces to celebrate Dietitians Week 2018. This year's theme was Dietitians Do Prevention with a highlight on the fantastic work that all dietitians do to prevent illness or optimise health, be that in primary or acute care settings, industry, research or education.

Improving prevention and public health are key to the ongoing sustainability of health services. Across South Africa, there is a growing belief that a greater focus on prevention and public health activities is going to be vital to reduce pressure on our healthcare system. We may use a different terminology in different areas, but all dietitians do prevention and play a key role in the prevention and management of nutrition-related illnesses.

The highlight of Dietitians' Week was ADSA's Recipe e-Book which featured a collection of tried and tested recipes submitted by dietitians across South Africa. A sincere thanks to all the dietitians who contributed to making the recipe e-book a success. Video clips of dietitians across the country sharing how they do prevention in their areas of work, as well as media releases and blog posts were compiled and sent to the media. Download the resources from the ADSA website: <http://www.adsa.org.za/Public/DietitiansWeek2018.aspx>.

Dietitian's Week by Numbers

- PR value of coverage generated from the Dietitian's Week media release: over R1 million.
- Possible audience reached through PR coverage: Over 3.6 million.
- Number of Facebook posts: 9 (including videos, media releases, recipe book and infographic).

- Total reach for all Facebook posts: 37 348.
- Best performing Facebook post: Dietitian's Week Recipe e-Book PDF which reached 7 342.
- Total impressions for all Dietitian's Week tweets: 16 000.
- Best performing tweet: #DietitiansDoPrevention video by the UWC dietetic students (6 157).

Changes at ADSA exec: new ADSA president

It is with mixed emotion that we bid adieu to Nicole Lubasinski as ADSA President as her family trades Board shorts for beanies with a move to the United Kingdom. We welcome Dr Christine Taljaard-Krugell as ADSA President for the remaining term. Christine brings to ADSA a wealth of experience as the general manager of the African Nutrition Leadership Programme. We wish Christine great success in her tenure as ADSA President. Christine's term will commence from July 2018.


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>

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Kind regards,

Association for Dietetics South Africa (ADSA)

Executive Committee

www.adsa.org.za