



ADSA DIRECTIONS

Message from the ADSA President (Maria Van Der Merwe)

We are pleased to announce the ADSA Keynote Speaker for the 2023 Nutrition Congress, Prof Debbi Marais. Prof Marais is Director of Postgraduate Education at Warwick Medical School and a Principal Fellow of the United Kingdom Higher Education Academy. She has special interests in technology-enhanced health education, infant and young child feeding, nutrition transition and global health. We

are looking forward to welcoming Debbi back on South African soil.

A reminder that abstracts submissions for the congress are open until 1 September 2022 and applications to host a workshop until 1 October 2022. Visit www.nutritioncongress.co.za for more information.

ADSA BGM

The ADSA Executive Committee will host the ADSA Biennial General Meeting (BGM) as a virtual event on 18 October 2022 from 12h00–14h30. Please save the date, further details will be shared in due course.

As an ADSA member, your opinion and contributions to the running of ADSA are very important, thus we thank you in advance for your time and effort in considering this very important matter.

ADSA in the News

ADSA's PR team has been extremely busy during the month of July. The following media releases were compiled and distributed to media across the country:

- **Healthy eating as the costs of living rise**
- **Corporate wellness: eating well in hybrid work times**

In response to the media releases and ad hoc media requests, our spokespersons were featured in

90 media clippings across print and online media, radio, and television, reaching a potential audience of over 31 million people. View the **July 2022** media coverage report for further details on what the ADSA spokespersons have contributed to.

If anyone is interested in becoming an ADSA spokesperson, please email Retha Harmse at adsapublicrelations@gmail.com.



National Nutrition Week 2022: 'Make Healthy Food Choices Easier'

South Africa commemorates National Nutrition Week (NNW) every year from 9–15 October to encourage South Africans to make healthy choices towards improved nutrition, each year with a themed campaign. The overarching objective of the NNW 2022 campaign: 'Make Healthy Food Choices Easier', helps adults, adolescents and caregivers to make healthy and affordable food choices every day by eating regular and correctly portioned healthy meals and snacks and by being physically active. A collection of

campaign resources have been developed, including the concept document, Q&A document, infographics and social media guidelines. We encourage ADSA members to support the campaign by sharing the key messages and infographics via social media and in your places of work.

The resources will be available on www.nutritionweek.co.za shortly, or contact Retha Harmse for queries (adsapublicrelations@gmail.com).

ADSA Mentorship Programme

Recognising the need for support and mentorship in the profession, ADSA launched our Mentorship Program to run as a 6-month cycle from June 2022 to November 2022. We received 44 applications to be part of the program, and we are very excited about the calibre of mentors that made themselves available to the process. A comprehensive questionnaire was compiled to assess each participant's needs

and matching was done to ensure an excellent fit between mentor and mentee. The response was overwhelmingly positive, with participants sharing how mentorship has broadened their view of the profession. Through engagement and continuous communication, we can build the profession and take it to new heights.

SAJCN

2022

NEWS



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- <https://www.instagram.com/adsaorgza/>
- Blog: <http://nutritionconfidence.wordpress.com>
- Website: <http://www.adsa.org.za>
- Email: info@adsa.co.za or adsacomms@gmail.com