

Roche wins international Communiqué Award

The Communiqué Award recognised the imagination, creativity and impact of the best PR and medical education health care campaigns throughout 2003. This year it was the annual Roche International Award for Obesity Journalism that scooped the prestigious Communiqué Award for best international campaign.

The Roche International Award for Obesity Journalism is a unique opportunity for journalists around the world to demonstrate their expertise and knowledge of overweight and obesity through responsible reporting. The awards, which are judged by an independent panel of leading health journalists and obesity specialists, is designed to encourage accurate, influential reporting of the obesity epidemic by rewarding journalism excellence in both the medical and consumer category.

Bayer to acquire Roche Consumer Health

Bayer has agreed to acquire Roche Consumer Health. By acquiring this business Bayer will become one of the top three over-the-counter (OTC) consumer health companies worldwide. The acquired business has yearly sales of around EUR 1 billion. The EUR 2.380 billion transaction is subject to approval by relevant antitrust authorities.

Combined brand equities include such well-known brands as Bayer's Aspirin, Alka-Seltzer, Midol and One-A-Day and Roche's Aleve, Bepanthen, Berocca, Flanax(r), Redoxon, Rennie, and Supradyn.

CPD news

Please note that the due closing date for CPD point applications for activities attended or offered during 2004 is 31 January 2005. If your applications, in the form of

CPD3 forms, have not been received by then, you will not be accredited for the points. Applications received after 31 January 2005 will not be processed. For each activity you need to complete the CPD3 form and attach the required documentation as indicated in the CPD3 form. Please do not wait until the last minute to forward your applications as you should apply for points continuously throughout the year. Remember also, if an activity has been accredited for dietitians beforehand (accreditation number will begin with DT04/...) you DO NOT have to apply for points. If an activity has been accredited by another accreditor for another health profession and has an accreditation number starting with an A, you must fill in a CPD3 form and attach the relevant certificate, but cross-accreditation will apply and you will receive those points.

Please note that Edelweiss Wentzel-Viljoen is still the CPD officer at PO Box 641, BLOEMHOF 2660.
E-mail: edelweis@iafrica.com

MRC dietary assessment and education kit launched



In June 2004 the MRC launched a new product for dietitians and nutritionists, called the dietary assessment and education kit. Shown here are Dr N Steyn and Dr M Senekal reviewing the first kit off the press. Queries can be directed to Tania Witbooi, tel (021) 938-0805, e-mail: tania.witbooi@mrc.ac.za.

Nutritional Foods launches nutritional range of products

Nutritional Foods has introduced a range of instant foodstuffs for

highly active people and the elderly as well as those with cancer, HIV/AIDS, TB, and malnutrition. The recently launched nutritional range consists of Energy Shake, Nutrivite, Medi-Meal, and Protein Supplement. Each product is soy-based with added essential vitamins and minerals.

For more information contact Celeste Hewett, tel (011) 656-0133, fax (011) 656-2405, e-mail: chcomm@worldonline.co.za

Obituary – Australian Dutchman who tarred the way to wither micronutrient malnutrition



Professor Clive Eric West (PhD, DSc, FRACI), born in Griffith, Australia, on 27 July 1939, died in Bennekom, the Netherlands, on 27 August 2004.

With Clive West's death the world has lost a remarkable scientist. His legacy comprises over 250 scientific publications, a better understanding and awareness of micronutrient malnutrition problems in developing countries, and a small army of former PhD and MSc students across the world to continue his work.

As a native of Australia, Clive was bound to focus on sheep in his early career. He published many papers on lipid metabolism but later in life – although very proud

that one such paper was cited almost a thousand times – he became dismissive about these achievements, because he considered his later work much more relevant. In the 1970s, while living in northern Nigeria, he found his calling in his research on vitamin A deficiency and measles. After having moved to Wageningen in the Netherlands in 1979, he continued to work on vitamin A, but also supervised many studies across the world to combat deficiencies of iodine, iron, zinc and folate.

Wary of 'me-too' studies and a strong believer that hardly anything was possible, Clive always came up with innovative and elegant study designs. Therefore, his studies not only identified causes of malnutrition, but also suggested potential solutions. His crowning achievement was visionary work, conducted under his guidance, showing that the absorption of provitamin A carotenoids from plant sources and their conversion to vitamin A was much less than previously assumed. To Clive's great pride, the most risky project he ever undertook finally resulted in reliable quantification of the vitamin A equivalency of β -carotene. Although highly controversial when first published, these findings eventually became accepted. They now appear in nutrition textbooks, guide nutrition policies, and therefore continue to have important consequences for strategies to combat vitamin A deficiency disorders.

In all continents except perhaps Australia, Clive organised and taught in micronutrient malnutrition and food composition courses. He was a co-founder of the European Nutrition Leadership Programme and he has empowered others to set up similar programmes in South-East Asia and Africa.

Clive brought tremendous energy and utter devotion to his work, and he demanded no less from others. Yet he never forgot what was truly important in his life or that of his family, students, colleagues and friends across the world. Hence, he's become a role model for and friend to so many of us. A friend we had wished more time to finish his never-ending mission. A friend many of us will dearly miss for his trustworthy advice and whose memory will continue to inspire our work and lives.

Clive is survived by his wife Helen and their daughter Rachel and son Andrew.

Machteld van Lieshout (North-West University, South Africa) and **Hans Verhoef** (Wageningen University, the Netherlands)