



directions

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Association for Dietetics in South Africa

ADSA marketing strategy update

Thank you for the feedback received from the questionnaire we sent out, to which 212 dietitians responded.

The next step is to analyse the information and feed it into our marketing strategy.

- The pamphlet content has been drafted, and we have seen the first design layout and look forward to presenting it to you.
- The website design proposal has also been drafted and we are waiting for quotes for the development thereof.

The ADSA logo has not been finalised – we needed to receive input from the members regarding if it should be changed or not:

- 88% of the dietitians who responded indicated that we need to change
- 2% indicated that it should remain the same
- 10% were uncertain.

Our next step will be to compile a questionnaire to be sent to non-dietetic professionals to assess if they recognise our current logo and if they associate it with dietitians and our organisation. From there we need to make a decision regarding keeping or changing the logo.

Part of our marketing strategy is to ensure that ADSA membership fees remain viable for dietitians. To enable us to do this we have to embrace technology and send out as many notifications as possible via e-mail. However, we have received both positive and negative feedback regarding all these e-mails. So a decision was taken at the last executive meeting to update the website with job and CPD opportunities and then, once every week or two, to send you an e-mail highlighting the latest opportunities with a link to the website. This will reduce the cost of advertising and reduce the number of e-mails from ADSA in your inbox, but still allow those with only e-mail access to be notified of changes and to follow up should they be interested. (Of the members who responded to the questionnaire, 93% indicated that they did have access to the Internet.)

Should you want to receive a 12-page electronic copy of all the feedback from the questionnaire please do not hesitate to contact Hilary Woodley (ADSA Executive Communications portfolio holder on hilary@indigoblue.co.za), and it will be e-mailed to you.

Attention PPDs

ADSA has received a number of requests to help privately practising dietitians market themselves in private hospitals. ADSA has a document drawn up that may be helpful and is available on the ADSA website www.dietetics.co.za

Writing for the media

Please note guidelines about writing for the media for all health professionals have been set by the HPCSA. ADSA has summarised this document and it is available on the ADSA website. We do, however, still receive a number of complaints regarding this matter. Should you be asked to write for the media please familiarise yourself with these regulations.

CPD up for change in 2006

A draft document regarding the proposed new CPD system is available from the HPCSA website. This proposed change has been brought about due to the streamlining of all the SA health professionals' CPD systems. The Dietetics Board of the HPCSA has ruled that the current CPD system will remain in place until December 2005 as it is part of the South African legislation; however, dietitians will only be required to obtain 30 CPD points this year. The HPCSA has published a letter to be given to employers regarding CPD should you struggle to obtain time off work to attend CPD functions. This can be found on the HPCSA website www.hpcs.co.za

IUFoST/FAO global database on Food Science and Technology research projects addressing worldwide food needs

Researchers, especially those in developing countries, involved in projects relevant to food needs are invited to contribute brief key details of their project into this new searchable database. The purpose of this database is to collate information about relevant food research projects, to facilitate information sharing among food scientists globally, and to provide a resource and contact base especially for developing countries.

To make an entry go to <http://www.fao.org/inpho/> and click on the **IUFoST** link on the left-hand side of the screen, log in as **'Guest'** (coded password already provided), click on **'Contribution'** and proceed from there. You will find that the project name and brief details need to be entered in English, French, and Spanish. If this presents a difficulty, to obtain a version in any of the three required languages, copy and paste one language version into the translation box in <http://world.altavista.com/> and then copy and paste the translation into the appropriate blank field.

