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From Sandra Capra, Chair of the ICDA Board of Directors

Welcome to 2015! We hope the year has started well for you.

The Board met in person in November, 2014 and covered a broad array of activities. Perhaps the most significant one, as foreshadowed in the last newsletter, is the work that we commenced on reviewing the definition of a dietitian, the educational standards and the commencement of work on an international recognition process. To assist the Board, we invited experts from Malaysia, Sweden, Canada and Australia to provide input and guidance. This is the first time the Board has worked in this way and we think you will be pleased with the outcomes. Watch out for discussion papers coming out this year for input from the member Associations. If you are interested at an individual level, there will be opportunity for you to comment to your association over the next year or so.

On another issue, the international global economic issues seem to be affecting our profession differently in different parts of the world. On my travels, I am hearing disappointing news of cutbacks in funding and loss of positions, although this is by no means uniform around the world. It reminds us that we all have to be innovative and forward thinking in how to create our own opportunities, as the need for dietetics services has certainly not decreased. The Board discussed this in relation to what the dietitian of the future needs to “be”, when thinking of competence and ability. We certainly think that business and marketing, new delivery platforms such as the internet and international competition will all play a role. The challenge for all of us is to change our way of thinking when times are tough.

Last year I had the opportunity to meet with many of our member associations as well as individual dietitians. It’s great to meet with you, as this is the way we get to know each other better as well as get an appreciation of how the profession works, and its challenges in different parts of the world. We get our strength from working together, especially if times are difficult.

It’s now only 18 months to the 17th ICD in Granada. The open call for individual papers will commence soon – so we hope your plans to submit and attend are in place!! This is our most important professional development activity for the ICDA, and its great fun too…..a chance to network and make new friends from around the world. Don’t forget to check the ICDA website and the 2016 ICD facebook page (http://www.icdgranada2016.com/) regularly for updates.

Sandra Capra
Chair, Board of Directors, ICDA
Announcement

World Water Day 22 March

ICDA supports World Water Day and the fundamental role water plays in health and wellbeing. National Dietetic Associations and individual members are encouraged to use the opportunity to showcase the role they play in the sustainability of water and food.

Development of position statements has been in the ICDA Strategic Plan for some while. As an initial step the Board has decided to use United Nations (UN) theme days to promote dietitians and ICDA. The topics can however be used throughout the year and incorporated into existing Dietitian Days and other promotional events.

Water is fundamental to life and access to safe water a basic human right. One in five people in the developing world lacks access to sufficient clean water (a suggested minimum of 20 litres/day), while average water use in Europe and the United States of America ranges between 200 and 600 litres/day (United Nations Development Programme 2006).

The ICDA Board has selected a number of facts from the UN and the Food and Agriculture Organisation (FAO) to highlight issues related to availability of water and has produced a set of slides for use by members. These are available on the ICDA website and will be developed further for World Food Day on 16th October and the International Year of Pulses 2016.

Going to sustainable eating is the theme of the International Congress of Dietetics 2016. This will be your chance to discuss with colleagues from around the world what sustainability means to you.

National Dietetic Association Reports

Country – Argentina

News from Argentina

During 2014, AADYND (Asociación Argentina de Dietistas y Nutricionistas Dietistas, meaning Argentinean Association of Dietitians and Nutritionists Dietitians) has been very active. It started in April with a series of events, organizing “AADYND Entrepreneurship” where the association’s journal DIAETA was presented in its digital form, the new website was launched, the 2014 Scientific Committee Calendar was presented and dietitian Viviana Wons exhibited her book “Consejos Prácticos para una Alimentación Saludable”, which was reviewed by AADYND and printed with the collaboration of a food industry sponsor.
The celebration of Nutritionist Day was held on August 11th with the traditional AADYND dinner with the presence of 200 colleagues, and where 15 of them were granted the 50 year trajectory award. Eighteen pharma and food companies were present in the celebration with prizes that were raffled between the attendants. A very emotive and special night for the AADYND family!

The XXI Encuentro Anual de Nutricionistas (Annual Meeting of Nutritionists) was held on August 13th, 2014, with the attendance of 170 colleagues (professionals and students), and presentation of their original nutrition research. On August 13th and 14th, the V Jornadas de Nutrición de la Ciudad Autónoma de Buenos Aires (Conference of Nutrition of the City of Buenos Aires), was declared an event of national interest from the National Department of Health, with a record attendance of 350 colleagues. The dietitians were mainly from Argentina, but dietitians from Colombia, Paraguay, Uruguay, Brazil and Spain were also present.

AADYND has participated in the revision of both the Argentinean Dietary Guidelines and the IRAM policies about nutrition protocols in special situations. The first AADYND scholarship “Dr. Elena Musmano” was granted to a project in public nutrition health and the award AADYND-CEPEA-DANONE was given to a project in hydration in older adults.

Last October, AADYND participated in the organization of the Conference of Celiac Disease and in the Obesity Conference. Also, AADYND has had a very active role in continuing professional education, with 15 onsite and online courses with a total of 650 participants.

AADYND was present in several national and international events: YINI (Yogurt in Nutrition) in San Diego (USA), Child Hydration Workshop, International Food Day with the Government of Buenos Aires, presentation of the recipes developed by AADYND “Delicias con Yogur” in the Congress of the Argentinean Society of Nutrition, meeting with FAGRAN (Argentinean Federation of Graduates in Nutrition) for the development of Nutrition Recommendations for Older Adults, Summit of foods, labeling and recipes for low sodium Sal Marina Liquida (liquid sea salt), press meeting about “Healthy Snacking”, CONBRAN in Vitoria, Brazil.

AADYND was present in several graphic media, TV and radio through its Press Committee. AADYND supported the campaign “The first 1000 days of life”, numerous scientific meetings and continuing education courses. AADYND ended the year 2014 with a toast to its sponsors from the industry (in November) and with colleagues and Board of Directors (in December).
Country – Australia

Dietitians Association of Australia: new advertising campaign ‘fuels fabulous’!

In late 2014 the Dietitians Association of Australia (DAA) launched an innovative new advertising campaign encouraging Australians to seek advice and support from an Accredited Practising Dietitian (APD) to ‘Fuel Fabulous’.

Advertising to consumers and health professionals has formed a key part of DAA’s marketing strategy over many years. However, in developing Fuel Fabulous, DAA took a new tack. On behalf of the profession, the Association wanted to make a more emotional connection with the Australian public, not just a rational one – so that APDs were top of mind as the solution to better eating and a healthier lifestyle.

DAA’s last membership survey revealed the majority of DAA members support investment in this area (marketing APDs). However, as an Association with more than 5,800 members working in diverse areas with differing priorities, developing a new advertising campaign that best meets the needs of members can be challenging! Here’s our story:

A new take on an old call to action
DAA wanted the new ads to communicate a simple, powerful and emotive (rather than clinical) message. Using the tag line ‘Fuel fabulous with tailored nutrition advice from an Accredited Practising Dietitian’, DAA sought to position the dietetics profession head-to-head with our competitors, who are increasingly in the wellness and alternative health spaces.

That is, Fuel Fabulous aimed to reach the sector of the market that aspires to good health, and DAA wanted to promote awareness of the APD credential in this preventative space.

DAA also wanted the new ad to be designed in such a way that it could be easily adapted or built upon, in a cost-effective way, to appeal to a broad range of audiences within the population. As a result, the simple and uplifting ‘Fuel Fabulous’ message needed to be able to underpin different ad ‘executions’ over time. For example, changing the tag line to ‘Fuelling recovery’ to suit the healthcare setting.

Time + hard work + creativity = the end product
The end product was the culmination of a lot of hard work over a period of time. The DAA Board and the Association’s Marketing Advisory Committee (MAC) assisted DAA’s Communications and Marketing team in the development of the new ads. MAC contributed to a comprehensive document that was used to brief the advertising agency that developed the ad.

The Board and MAC voted ‘Fuel Fabulous’ as the clear winner from a shortlist of possible ads. And importantly, the Fuel Fabulous ads were tested on consumers, who liked them too.

Establishing advertising campaigns can be costly, but DAA was able to negotiate a significantly reduced fee for the work. In addition, the images that will form part of the campaign over time are stock images that are inexpensive to obtain – unlike many images used in advertising.
Another (planned) bonus with the end product is that ‘Fuel Fabulous’ can be applied easily to social media and digital campaigns, giving the campaign messages better reach and allowing DAA members to take part in distributing the ad to their audiences. The use of stock images provides that scope.

**Launching the ads in Australia**
Developing new ads is a big deal for a not-for-profit, member-based organisation like DAA! The new ad was launched to DAA members and the public in a ‘crowd source’ style campaign, run as a competition. They were asked via social media to share images of what makes them ‘Fuel Fabulous’. These were showcased on the Association’s Pinterest page.

DAA worked with publishing houses to secure cost-effective deals for placement of the new ads in a broad range of their publications. The Association is also promoting the ads through social media and digital campaigns. In this way, people are able to link directly to the DAA website, including to the ‘Find an APD’ tab, from the ad. This is a new technique that previous DAA advertising campaigns have not incorporated. The new ad has also been made available to DAA members electronically and in an A3 poster, available for order.

**Evaluating success**
DAA will measure the effectiveness of ‘Fuel Fabulous’ through a Newspoll survey in late 2015. Each year DAA commissions consumer research to evaluate the Association’s marketing and communication programs. This includes measures of the proportion of people who report having seen or heard any advertising about dietitians, and also public awareness of the APD credential.

DAA will also directly measure how many people click through to the ‘Find an APD’ section of the DAA website, as a result of engaging with the ads through social media and the digital aspects of the campaign.

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Country – Austria

**Physical Exercise combined with a Balanced Diet in Wipptal, Austria**

**The Concept**

Given the fact that a substantial proportion of health insurance costs are due to lifestyle in countries like Austria and Germany, numerous projects and initiatives have been launched to bring to the population the basics of a healthy lifestyle in recent years.

At the suggestion and in cooperation with German tourism experts the Tourism Association Wipptal, Austria developed a concept for disease prevention vacations. The project is recognized and certified by the “IN FORM” initiative and is supported by most German Health Insurance Companies. It is the only offer that includes a combination of exercise AND healthy diet. It is designed for 8 to 10 days with a uniquely sustainable learning effect.
The organizers developed a range of high quality care with the help of physical exercise experts and dietitians, and also with the cooperation of communities and businesses in the area. The participating accommodation establishments, restaurants and lodges kept their menus within predefined guidelines.

Certified experts from Germany and from Wipptal, Austria, prepared the course programs for exercise and diet. The programs too had to be certified. As of November 2014, more than 120 German health insurance companies with over 50 million members recognize the Wipptaler offer for disease prevention vacations.

**Course “Hiking for Health”**

"Hiking for Health" is part of the initiative "Let's go - every step keeps you fit," the exercise program of the German Hiking Association, and was developed in cooperation with the University of Applied Sciences Osnabruck, Department of Physical Therapy. The positive effects in terms of a salutogenesis were verified in a study by the University of Wittenberg-Halle (DWV baseline study 2010).

A daily distance of three to five kilometer is to be completed depending on the condition of the participants. The routes are well defined and selected by the challenge and landscape conditions. The total duration is approximately 90 minutes.

**Course "Healthy Eating"**

The Wipptaler nutrition course was developed by Tyrolean dietitians. The nutrition course was based on the Rules for Healthy Eating of the German Nutrition Society and a defined catalog of criteria, like food supplements are to be omitted, anthropometric and laboratory data of the participants such as body weight or cholesterol levels are not to be collected, and so on. Also, being overweight was not the central issue, but the precautionary principle of avoiding nutrition mismanagement and also malnutrition was the point of essence.

A diet that is based on the contents of the course “Healthy Eating”, automatically acts against overweight along with the effect that physical exercise has on a healthier lifestyle. Both lean and obese people may well be in a state of nutritional mismanagement or malnutrition. That lean and obese individuals alike can benefit from the Wipptaler model is scientifically proven. Given this fact, and reinforced by professional experiences, dietitians are convinced that a person who
knows the essential connection of such a group-experience, goes home with extended implementation competencies, and has a good chance to enforce health actions in his day to day setting.

The newly acquired nutrition knowledge and the positive experiences of the hiking course complement one another. The healthy appetite is satisfied after exercise with appropriate regional foods.

The lectures consist of modules that address various aspects of the (incorrect) diet. The modules are rigorously planned and structured minute by minute. The lesson plans contain basic knowledge as well as practical help for everyday use for implementation of a healthy diet at home. On the last evening of the course a weekly menu is created where newly acquired knowledge and experience are incorporated.

**Integrating Healthy Foods**

"When they invited us to take over the nutrition courses in this preventive program, we knew immediately that we can stand behind it," say the dietitians. In record time organizational hurdles were overcome and the minute-by-minute structured lesson plans for nutrition modules were created. Diets advocated by non-specialists create a deep uncertainty in the population, which was also demonstrated in the initial discussions with the organizers of the project and the cooks of the participating companies. They had partially anticipated approaches such as a vegetarian diet, strict raw food, or similar “special diets” that are currently very much in vogue.

A brief overview of The Wipptaler Hiking for Health
- The region includes the Wipptal with five valleys and eleven municipalities.
- Participating Establishments, Inns and Lodges provide the participants with dishes that are cooked to ten rules of the German Nutrition Society and the guidelines of dietitians.
- Well-defined routes meet all requirements for the health hiking.
- Hiking guides accompany the participants to the principals according to the salutogenesis program.
- After a person attends at least 80% of the course program a certificate of attendance for submission to the German Health Insurance is issued.
- The submission of the certificate is made by the organizer; the amount of the reimbursement may cover up to 80 percent of the course fee of € 150.

Country – Canada

**Smart Phone Apps from Dietitians of Canada Improve Access to Dietitians**

Dietitians of Canada, with support from the Public Health Agency of Canada as well as corporate partners, developed and launched two free smart phone apps in 2014. These two apps, Cookspiration™ and eaTracker®, were specifically designed to support and complement the work of dietitians, improving access to dietitians and our evidence-based nutrition information. Dietitians of Canada’s first app, eatipster®, was launched in 2012.

Finding better ways for the public to access dietitians remains a key priority for Dietitians of Canada. Smart phone apps are a new and novel way to help the public access dietitians and our credible healthy eating messages.
Cookspiration™ ([www.cookspiration.com](http://www.cookspiration.com)) was launched as a component of the National Nutrition Month 2014 campaign. The theme of the campaign was “Simply cook and enjoy!” and encouraged Canadians to prepare meals at home from minimally processed ingredients. The app suggests recipes based on time-of-day and situation and includes over 300 recipes, nutrition information and tips written by registered dietitians. The app, available on both iOS and Android platforms, has been downloaded by over 90,000 users and was named as a “Best New App” by Apple and was a finalist for a Canadian award that acknowledges innovative initiatives that contribute to improved eating habits. The website version of the app provides access to those who do not have a smart phone. The app helps dietitians to efficiently recommend recipes to clients and can be used during counselling sessions to teach skills such as recipe selection, interpretation of nutrition information, recipe modification etc.

The eaTracker® app was developed as a complement to an existing web platform ([www.eatracker.ca](http://www.eatracker.ca)). The app allows users to track their intake and activity, set and track goals and receive feedback. Feedback on food intake and activity is based on national guidelines. A unique feature of the app is the option to interface with their dietitian directly via the “coach” feature. This feature provides an efficient means for a dietitian to monitor their client’s progress, flag potential issues and provide motivation remotely.

eaTipster®, the first app we developed, is a simple, fun app that pushes out a healthy eating tip everyday at a time that the user would prefer to be notified - as they start their day, mid-afternoon etc. Users can save their favourite tips and send them to a friend. Details at [www.eatipster.ca](http://www.eatipster.ca)

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Country – Pakistan

Tharparkar Relief Camp by Pakistan Nutrition and Dietetic Society (PNDS)

Tharparkar district has the lowest Human Development Index in Sindh Province (in 2005 it was 0.3140) in Pakistan. As a result of famine and drought in Tharparkar, at least 464 children have died during the last nine months, including children less than five years old. Malnutrition, low birth weight, lack of emergency medical support and proper care at home were cited as the main causes for this huge death toll. PNDS realizing its social responsibility decided to set-up a Relief Camp at Tharparkar district in order to assess the nutrition situation, availability of food and related resources.

A preliminary visit was undertaken by a group of PNDS members on 13th November 2014 to a remote village named Haryaar in Mithi district of Tharparkar. This village had no health facilities available for the people living in the area. The PNDS camp was set up in one of the local schools. 4 public health nutritionists, 2 dietitians and 2 pediatricians volunteered for this camp. Logistical services were given by Mr.Hansand members of the local community.

Subsequent to our preliminary visit to Tharparkar, discussion with the executive members of PNDS was held to draw plans for the continuation of this activity. It was decided that visits to other villages in the Tharparkar should also be done to have a better picture of nutrition status in the Tharparkar region. The 2nd visit was planned to Bhorilo village (consisting of 500 houses) on 9th January 2015 in collaboration with the volunteers from Dhoraji Youth Services Foundation (DYSF). Women with children under five years were invited to the camp. We measured weight, height & mid upper arm circumference (MUAC) to assess their nutritional status. A brief interviewer-assisted questionnaire was used to gather information about dietary intake, vaccination and illnesses. The doctor in the team examined and reviewed disease history along with the nutritionist who counseled the pregnant and lactating mothers regarding safe, low cost and appropriate feeding procedures. Mothers were instructed to start weaning the child at 6 months using homemade soft food under hygienic conditions. Tips to curtail cost using homemade foods were included as part of the counseling process.

Nutritional intervention included the provision of Vitamin A & D drops, zinc, multivitamins, iron syrup & ORS. Preparing and cooking of local healthy weaning foods such as khitchree, soji kheer, sagodana, etc, were demonstrated by PNDS team. Prepared samples of each of these foods were shown to mothers. As part of the services from PNDS, donation of 250 ration bags containing flour, rice, sugar and lentils were distributed. Packets of khitchree, sagodana, soji, peanuts, milk, butter, jam, oil & sugar were also distributed among mothers of children under five years.

Our conclusion based on two visits to the Tharparkar village was that there are many non-nutritional factors which are contributing to food insecurity and malnutrition in children and women. For example, water scarcity, lack of employment & education. Daily meals for majority of the people living in these villages include roti (Pakistani bread) and chatni (green chilies paste). Infants are breast fed with no weaning till 2 years and over. Fruits and vegetables cannot be grown locally due to unavailability of water and therefore they are not a part of their diets. Among 100 children who were assessed, only 2-3 were consuming vegetables like potato and fruits like banana, orange or apple occasionally. Eating clay and non-food items were also practiced among the people and this further augmented the malnutrition status of children and reproductive women in general. And finally there was no medical facility available and the nearest health care facility was 1-2 hours’ drive. There are 5-6 wells in the village and the water...
is drawn out of wells with the help of camels and cows. Women are responsible to bring water to their homes from the wells.

**Recommendations made by PNDS Team:**
Other than the basic necessities like clean drinking water, food, education and job opportunities, there should be a provision for basic health facilities at community level where people can have easy access and don’t have to travel long distances. Education and nutrition counseling should be included in health initiatives. During training of health care workers, nutritionists should be employed to provide training on weaning and feeding practices.

Fayza Khan
President, Pakistan Nutrition and Dietetic Society (PNDS)

**GLIMPSES OF PNDS CAMPS AT THARPARKAR VILLAGES**

Country – United States

**Update from the Academy of Nutrition and Dietetics, USA**

**The House of Delegates Gives Back!**
Following the fall 2014 House of Delegates Meeting, 27 delegates participated in a Food Bank Event, sorting and packaging food and non-food donations for distribution to local food pantries. The delegates and other Academy members packed 6,192 pounds of food and non-food items at the food bank, providing 5,160 client meals. The event was a success for the host city of Atlanta, Georgia, just prior to the Food and Nutrition Conference and Exposition (FNCE) annual meeting.
Academy Position Papers Published


The American Overseas Dietetic Association (AODA) Affiliate

AODA coordinates the Kids Eat Right (KER) International initiative. The activities are consistent with the Academy Foundation’s national campaign, striving to support public education and programs that address childhood overweight and obesity. Vicky Tijerina Walls is translating KER materials into Spanish for specific education initiatives in her country. Over time, AODA members hope to adapt promotional materials into various languages, in alignment with KER methodology and cultural sensitivity.

At the Academy’s FNCE meeting, several AODA members presented topics specific to their respective areas of expertise. Three sessions particularly highlighted activities in which AODA members are engaged. Marianella Herrera (Venezuela) and Vicky Tijerina-Walls (Mexico) shared their Kids Eat Right International initiatives. Elena Paravantes (Greece) and Erin Boyd-Kappelhof (US/Netherlands) provided valuable insights and tips for dietetics professionals seeking to work abroad. Rubina Hakeem (Pakistan) and Daniel Buchholz (Germany) shared their experiences regarding applications and use of the Nutrition Care Process and language. As a former Academy President, I had the privilege of serving as presiding officer for their excellent talk.
Resources

Position Statement from ICDA

ICDA will be producing a position statement to coincide with World Water Day on the 22nd March 2015. Materials will be available on the website early 2015 which the members can use in their countries to publicise the day.

USA’s Free International Directory for Dietetic Professionals and Students

1. Academy of Nutrition and Dietetics Foundation’s Directory of Resources for International Food, Nutrition and Dietetics Professionals

This free 100-page directory is designed for use by practitioners, graduates with baccalaureate (higher education) or graduate degrees in nutrition (biomedical), food, dietetics, public health, agriculture, foodservice management, food science, food science technology and related areas. Individuals pursuing a professional degree, or professionals who are seeking continuing education, training or work experience nationally or internationally will find this directory helpful. Contact information and general guidelines for numerous organizations that offer financial assistance for studies in the United States and other countries are provided. For questions or to add a listing to the directory, please contact Beth Labrador at blabrador@eatright.org. The directory is available at: http://www.eatrightfoundation.org/Foundation/content.aspx?id=6442484113.

2. International Directory of Nutrition, Dietetics, Foodservice Management and Health Sciences Collaborations

This free comprehensive global directory identifies nutrition, dietetics, foodservice management and health sciences collaborations. This project seeks to document international collaborative relationships existing within U.S. colleges, universities and other organizations. As this directory is currently in the process of being updated, please contact Beth Labrador at blabrador@eatright.org for more information or to share known collaborations.
**Awards and Grants**

**Wimpfheimer-Guggenheim ICDA Welcome Fund**

This fund supports new member associations of the International Confederation of Dietetic Associations (ICDA). New organizations will receive $500 (USD) for further development of their participation in ICDA activities. A country is eligible to receive the grant once. Countries in South America, the Middle East and Africa are especially encouraged to consider this support as these regions are under-represented in ICDA.

**Colgate Palmolive Fellowship in Nutrition, Oral Health/Dental Education**

The Colgate Palmolive Fellowship in Nutrition, Oral Health/Dental Education is given to support research in nutrition and oral health or dental education by a student in a master’s, doctoral or post-doctoral program in dietetics/nutrition or public health nutrition with an expressed interest in nutrition and oral health/dental education. The 2014 recipient is Heidi Lee Ganzer, MS for her research proposal titled: “Exploring the Eating Experience in Long Term Survivors of Head and Neck Cancer.”

The deadline to apply for the 2015 Colgate Fellowship is April 1, 2015. The award amount is $15,000. Non-US residents may apply. For more information or to download an application, please visit: [http://www.eatright.org/Foundation/content.aspx?id=6998](http://www.eatright.org/Foundation/content.aspx?id=6998)

**Calendar of Events**

**32nd Dietitians Association of Australia National Conference**
13-16 May 2015, Perth, Australia

**Dietitians of Canada National Conference: Stronger Together**
June 4 – 6, 2015, Quebec City, Quebec, Canada
This national conference program will feature over 40 sessions related to all areas of dietetic practice presented by highly respected researchers, educators and practitioners. The complete program will be available by January 2015. Visit [www.dietitians.ca/conference](http://www.dietitians.ca/conference) for details.

**33rd International Symposium on Diabetes and Nutrition**

**XVII Congress of the Latin American Society of Nutrition**, to be held from 8 to 12 November 2015 at the Barcelo Bavaro Convention Center in Punta Cana, Dominican Republic.
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