

Dietetics Around the World

The Newsletter for the International Confederation of Dietetic Associations



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ICDA Board of Directors

ICD 2020: Information and Reminders

ADSA is proud to be the host of the 2020 congress. It is the first ICDA congress that will be held on the African continent and ADSA promises to offer an unforgettable experience in the magnificent city of Cape Town. More information will be available about the congress in due course, so keep an eye out on the congress website: www.icda2020.com.

Feature Article

Building a Dietitian Brand: the Canadian experience

In 2016, Dietitians of Canada, with the input of members, the DC Board of Directors, and the support of a communication agency with expertise in branding health professions, started the development of a Dietitian Brand. The first step included member consultation to identify the views, opinions and perceptions of dietitians. This work fed into public and stakeholder research which was conducted in early 2017. The result has been the development of a clear, definitive brand positioning for the registered dietitian in Canada. It is intended to unify Canadian dietitians around what makes the profession distinctive and credible.

The public and stakeholder research identified some key insights, which helped to shape the brand position.

- 1) Canadians have a very positive view of dietitians, rating them well against all criteria, and most strongly for their focus on nutrition, knowledgeability, commitment to educating patients and providing valuable counsel
- 2) While dietitians perform well against all trust-building attributes, an opportunity exists to bolster performance against the following attributes: being highly-regarded and widely admired, consistently delivering positive results, offering high quality services
- 3) There was widespread awareness of dietitians, however there is an opportunity to build familiarity with dietitians among 3 in 10 Canadians.

Based on the key insights and the opportunity to build familiarity with dietitians among Canadians, a volunteer brand leadership team, made up of a diverse group of dietitians met to inform the brand positioning statements for the dietitian profession in Canada. The group looked at answering three important questions: What do we stand for? How are we different? and Why do we matter?

During a workshop, led by branding experts, the team engaged in a very animated and collaborative discussion and used different workshop activities to identify what it really means to be a dietitian in Canada and how we can differentiate ourselves from other nutrition practitioners. This work and the data collected in the dietitian consultation and public research informed the development of a Dietitian Core Story (watch it on our Facebook page [here](#)).

This core story has been developed into positioning lines and tools that will help dietitians use a common brand language in order to strengthen and maintain our reputation. The core story

video has been viewed over 17,000 times. Canadian dietitians have been using the language from the core story in their work, on their web sites, in the social media activities and in presentations they give- the momentum is starting.

Further work is in progress to develop more brand communications including web content directed to the public, as well as a public education campaign designed to build familiarity with dietitians among Canadians. For more information about this exciting work please contact: Kate Comeau (kate.comeau@dietitians.ca) or Barb Ledermann (barb.ledermann@dietitians.ca).

National Dietetic Association Reports

Country - Argentina

News from the Argentinean Association of Dietitian and Nutritionist-Dietitians



AADYND had a very busy 2017. The new members of the Executive Committee joined the existing ones and began on July to project exciting plans and goals for this 2018. AADYND is beginning a stage of changes in which we will add new benefits to the existing ones for our members.

We will renew with the following proposals:

- » New technologies applied to our online courses and better possibilities of academic training for our members: Due to the current lifestyle of our colleagues, AADYND seeks to facilitate that more and more professionals can be trained and perfected in the different areas of our profession, by accessing to our online courses.
- » Institutional support for research: AADYND believes that research is fundamental for the development of our profession.
- » Creation of new committees and study groups: New groups and committees will be created, bringing together the best professionals in the different areas.
- » New agreements with scientific entities: In order to favor the academic training of our members, we will generate partnerships with other related entities.
- » Possibility of participating actively in AADYND since being a student: AADYND will seek to strengthen the bonds with Universities to achieve the early participation of students in different activities of the association.
- » Platform for the community: We are working on the development of a website designed to bring nutritional information to the community.

Country – Hungary

News from the Hungarian Dietetic Association

OKOSTÁNYÉR® – The New Hungarian Dietary Guideline

The Hungarian Dietetic Association has recently published a new dietary guideline for the healthy adult population. The OKOSTÁNYÉR® („smart plate”) is designed to provide detailed dietary guidance in a simple format, to help consumers make healthier eating choices.

There are convincing evidences that for communication of nutrition and healthy eating messages to the general public it is more appropriate to express recommendations in food-based, rather than nutrient based terms. The OKOSTÁNYÉR® is one of the food-based dietary guidelines, the plate form was chosen as a graphical representation to make it more clear for consumers. The new Hungarian guideline is in-line with the previous dietary recommendations, consistent with the local food variety and eating habits, integrated with other policies related to nutrition and health promotion.

The OKOSTÁNYÉR® explains ideal composition of a daily diet, leads consumers toward dietary recommendations in connection with the main food groups (fruit and vegetables, grains and cereals, milk and dairy, meat, fish and eggs). Guidance on healthy hydration, moderate consumption of fat, sugar and salt and physical activity is also an integrated part of the new directive.

Food Science Committee of the Hungarian Academy of Sciences also recommends the OKOSTÁNYÉR®. The guideline is available on website of the Hungarian Association: www.mdosz.hu.

Practical hints and tips on daily menu planning, guidance on healthy portions and food purchase and recipes are also help consumers in everyday implementation of recommendations.

*Zsuzsanna Szucs MSc, dietician, nutritionist
Hungarian Dietetic Association*

Events

Gearing up to ‘Think Big’ at the 35th Dietitians Association of Australia National Conference in Sydney, Australia

Sydney is the perfect location for dietitians and researchers to converge to debate the best approaches to deal with the ‘big’ nutrition problems of obesity and global food security. Yep, we’re ‘Thinking Big’ this year for the Dietitians Association of Australia (DAA) National Conference, 17-19 May 2018!

Registration for this year’s conference has opened, and what an exciting program we have for delegates. Exploring the theme ‘Think Big’, plenary themes include – Precision Medicine and Medical Nutrition Therapy, Women’s Health Through the Lifecycle, the Role of the Microbiome in Chronic Disease and the latest in Public Health Nutrition and Food Service. [Take a look at our program at a glance.](#)

We are thrilled to be hosting this year's conference in Sydney, New South Wales. Sydney's city skyline, sights, fine dining, shopping and entertainment provide the perfect location for the melting pot that is our Scientific and Social Program. The International Conference Centre and harbor surrounds have undergone huge redevelopment, making this not only one of the best conference facilities in the world, but a gateway to all that Sydney Harbour has to offer.

The conference itself is full of interesting sessions and we received our largest numbers of abstracts ever for presentations and posters. Special guest Jeremy Meltzer is sure to leave delegates feeling inspired as he talks about his experience developing i=Change, Australia's fastest-growing social enterprise tech start-up.

Is Body Mass Index the Real Issue Here? A 'Weighty Discussion, our debate on obesity is sure to leave no empty seats. Facilitated by Tara Diversi, panellists include:

- A/Prof Tracy Burrows, AdvAPD and Co-lead of the Nutrition and Dietetics stream of the Priority Research Centre of Physical Activity and Nutrition, University of Newcastle
- Tim Cassetari, APD, research dietitian and health coach
- Dr Janet Franklin, APD, senior clinical dietitian and research coordinator at Metabolism and Obesity Services, RPA hospital
- A/Prof Sarah Garnett, APD and Senior Research Fellow in the Institute of Endocrinology and Diabetes at the Children's Hospital at Westmead.

Invited speakers also include:

- Prof Danielle Gallegos, AdvAPD and Professor of Nutrition and Dietetics at Queensland University of Technology. Danielle will speak about Food Security: National and Global
- Dr Samantha Hocking will speak about Precision Medicine
- Prof Stephen Simpson, Academic Director of the Charles Perkins Centre and Professor in the School of Life and Environmental Sciences at the University of Sydney will speak about the Role of the Microbiome in Chronic Disease
- Fifi Spechler, APD and Quality Systems Manager for HealthShare NSW will speak about New Developments in Food Service
- Prof Judith Swift will speak about the Considerations in the Practice of Dietetics
- Prof Lauren Williams, Fellow of the Dietitians Association of Australia and Professor of Nutrition and Dietetics at Griffith University will speak about Women's Health Through the Lifecycle.

Read more about all invited speakers [here](#).

Download the conference app (coming soon) and follow media updates on research presented. You can also join the conversation on social media using the hashtag #DAA2018.

If you're able to join us in Sydney, register by Wednesday 21 March 2018 to take advantage of early-bird rates. We hope to see you in Sydney!

For further information on the 35th DAA National Conference, visit daa2018.com.au or contact dietitians@arinex.com.au.

Elevate, Influence and Inspire: Dietitians of Canada National Conference June 6 – 9, 2018

Hosted in beautiful Vancouver British Columbia, the DC National Conference themed Elevate, Influence and Inspire offers 3 days of workshops, lectures, and tours sure to interest dietitian-nutritionists in all areas of practice.

The DC National Conference aims to help you Elevate your practice, learn how to effectively Influence others, and Inspire you to grow and thrive in your profession.

With over 30 concurrent sessions, 6 local tours, a variety of plenary lectures and symposia, the Conference offers diverse learning opportunities from esteemed subject matter experts from across North America (and Australia!) speaking on topics covering the art and the science of dietetics. Special programming is offered this year for students or those in the first 3 years of practice. In addition, many specialty practice area Networks will be hosting evening social events, providing you the opportunity to meet and connect with colleagues interested in your areas of practice.

Early Bird Registration Deadline: April 23, 2018

Learn more: www.dietitians/ca/conference

Resources

OKOSTÁNYÉR®

The Hungarian Dietetic Association has recently published a new dietary guideline for the healthy adult population -- *The OKOSTÁNYÉR® („smart plate”) Nutrition Education Resources for Health Practitioners.*

The guideline is available on the website of the Hungarian Association: www.mdosz.hu.